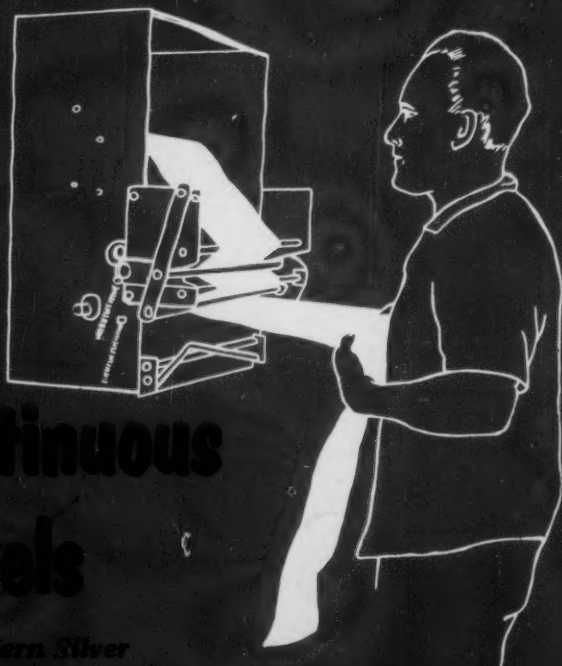


Starchroom Laundry Journal

First in the Laundry Industry Since 1893

DECEMBER • 1957



Continuous Towels

*How Modern Silver
Linen Supply Co. applies Launder-mation
and promotion to increase
production and sales . . . page 16*

MALE OR FEMALE CARHOPS?

. . . page 20



A New Look in LAUNDRY ADVERTISING

*Special offers and
price tags are
secondary . . . page 12*

The people who make your shirts like
the way we launder them with "t. l. c."

(Reader Service Card)





NEW HURON INSTANT STARCH GIVES WHEAT-QUALITY RESULTS WITHOUT COOKING

From *Huron Milling*, makers of Velvet Rainbow®, the standard of excellence in wheat starch, comes a revolutionary new starch. Extensive testing in the field, backed up by years of research, has produced a new instant starch that requires no cooking yet imparts a top-quality professional finish to starchwork.

Huron Instant Starch added during the last rinse, sour, or bluing operation produces work

that irons easily to a cooked-starch quality finish. Ask your laundry distributor for a trial drum of H.I.S.* and see how this new starch can save you time and money. Packed in 100-lb. and 225-lb. drums. Complete directions for use are included in every drum.

*Hercules Trademark

HURON MILLING DIVISION

Virginia Cellulose Department



HERCULES POWDER COMPANY

INCORPORATED

Wilmington 99, Delaware

SALES OFFICES: 380 MADISON AVENUE, NEW YORK 17, N. Y.

332 SOUTH MICHIGAN AVENUE, CHICAGO 4, ILLINOIS

120 MONTGOMERY STREET, SAN FRANCISCO 4, CALIFORNIA

ONLY HURON OFFERS BOTH

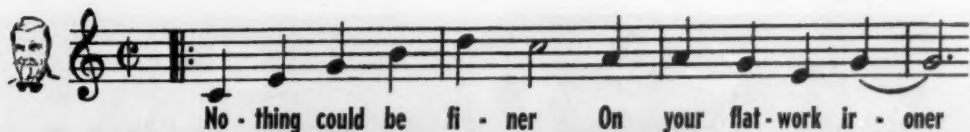


HURON INSTANT STARCH . . . the only instant that gives you wheat-quality starching with every load.



VELVET RAINBOW STARCH . . . guaranteed 50% velvet wheat—famous for quality for over 35 years.

VH557-3

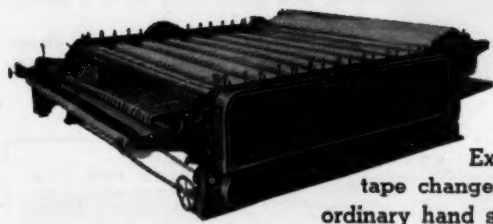


NEW HANDY CARTON
 dispenses tape easily . . . keeps tape safe and clean . . .
 has useful inspection slot in back to show amount of tape
 left on spool.



IMPROVED IRONER TAPE

cuts tape costs
in half



Extra long life means fewer
tape changes. So easily applied with
ordinary hand stapler. You can't beat it!

SOUTHERN MILLS, INC.

585 WELLS STREET, S. W., PHONE JACKSON 4-1991, ATLANTA 3
 10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54
 1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21
 4924 Greenville Avenue, Phone Emerson 8-4377, DALLAS 6
 233 Broadway, Phone Beekman 3-9260, NEW YORK 7

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Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

VOL. LXIV, NO. 12

DECEMBER 15, 1957

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Starchroom Laundry Journal, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance. Please include your city delivery zone number.

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Facts and Stuff

Not-so-Lonesome George Gobel came up with a definition of a salesman which we think should be pasted on the visor of every truck going out of the plant. Says he, "A salesman is a guy with a smile on his face, a shine on his shoe and a lousy territory."

Before you are tempted to cut prices even a tiny bit remember this: On the basis of a 25 percent margin, a cut in selling price of 5 percent requires 18 percent more dollar volume and handling 25 percent more goods. A 10 percent cut means you have to get 50 percent more dollar volume and handle 66 2/3 percent more work.

Fred Dodge, executive secretary, North Carolina Launderers and Cleaners Association, made an interesting observation recently when he urged his members to participate in a certain important project with this admonition: "If you don't pitch in and do your part now, one day you may not have a part to pitch in."

Women are different from men. Of course, we've suspected this all the while. But now somebody comes along to explain how this difference affects the question of whether windows in the plant should be opened or closed. It seems that the ladies like the room temperature to be somewhere between 72 and 76 degrees and are not inclined to complain until it gets over 85. Men, on the other hand, prefer to work in 62-to-70-degree temperatures and start looking for the window pole when the mercury goes over 75 degrees.

We're told there's a new industry management course going on that works something like this: The day you start you get a handful of buttons. You keep these in your mouth all during the course, turning one in to the professor at the end of each day. When you lose all your buttons, then you're ready to be a laundry manager.

Merry Christmas and a very Happy New Year to you from all the STARCHROOM staff.—Henry Mozdzer

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
STARCHROOM LAUNDRY JOURNAL
305 East 45th Street, New York 17, N. Y.

GIBRALTAR

headquarters for the finest in flatwork ironer textiles

DATEX ^{Dacron Duck} COVERS

Smooth surface for top-quality finishing.

Guaranteed for 18 weeks (can last twice as long).

"Gibraltarized" (Pre-shrunk).

Simply install same as cotton covers.

Available in: 90" x 120" 72" x 120"
90" x 110" 72" x 110"
90" x 100" 72" x 100"

NYLOREX ^{All-Nylon} FWI PADS

Gives top-quality finishing; fast drying.

Guaranteed for 28 weeks.

Factory assembled with nylon lead cloth attached, ready to install. Fast, clean installation.



they're made for each other !!!

The most compatible assembly ever developed. DATEX COVERS used over NYLOREX all-nylon PADS! The result of over five years of constant research and testing.

When used together DATEX and NYLOREX produce the finest quality of ironing possible. In combination, 2 covers plus one set of pads will last over a year! Yes...

... 2 covers + 1 pad
last a year
or more!

GIBRALTAR FWI TAPES

the most widely used
tapes in the industry

Non-stretch, non-shrink tapes, in nylon or dacron, will run for months before replacement. Used more than any other tapes in the industry. Write for a free sample; specify the number of rollers on your ironer.

Gibraltar Fabrics, INC.

254 - 36th Street, Brooklyn 32, N. Y.

A complete line of the finest in industrial textiles.

All Gibraltar Products are sold through leading distributors everywhere.

Your distributor — the key

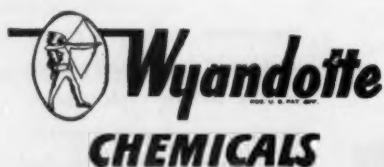
Are you faced with an emergency? Running short of supplies? In need of some quick information?

When you are, the man you turn to is your local laundry distributor. And for good reasons, too! You know that your distributor has a working knowledge of your business—that he is willing and able to help you.

He can give you immediate service when you need it. He is aware of your problems, and how to solve them. He carries a complete line of supplies and equipment—and helps you select the products that best fit your needs.

Your local distributor is an integral part of your community. You'll find him on the rosters of service clubs, in school and church activities, and serving with municipal governments.

We at Wyandotte are proud of our distributors and the tremendous job they do. Strategically located from coast to coast, these carefully chosen businessmen make a career of service. *Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, California. Offices in principal cities.*



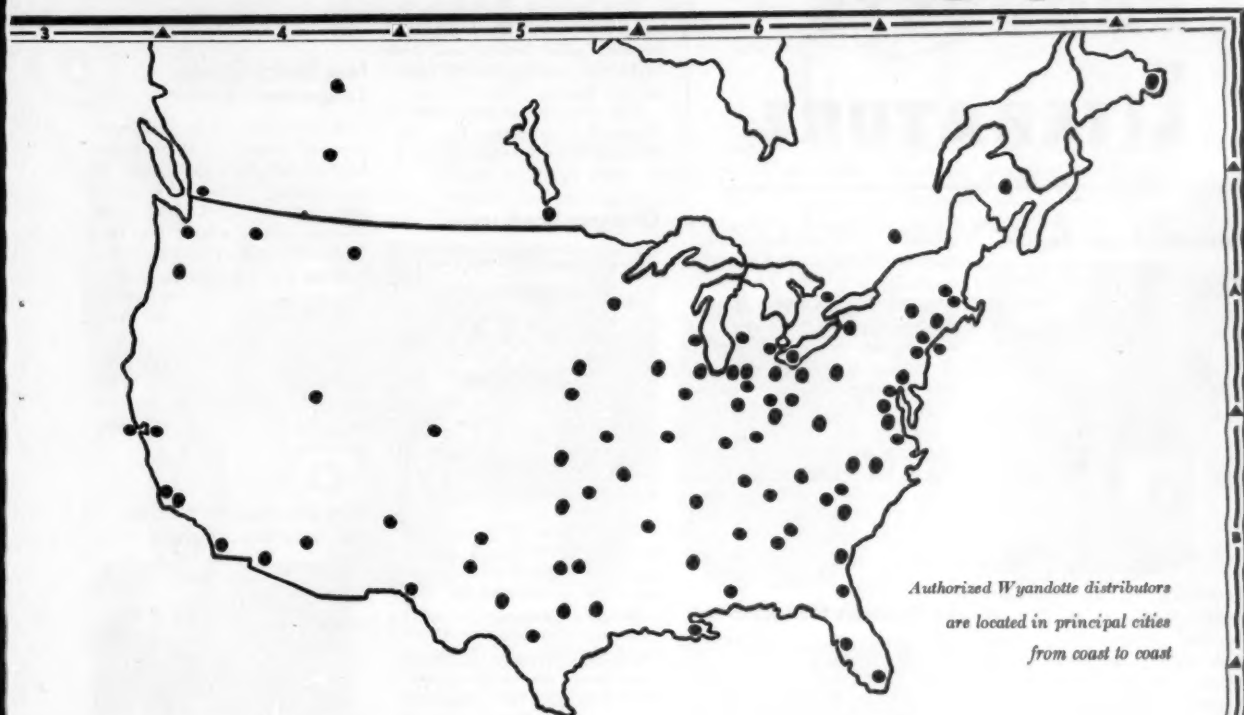
J. B. FORD DIVISION

**SPECIALISTS IN
LAUNDRY WASHING PRODUCTS**

You'll find your local Wyandotte distributor listed here:

ALBANY, NEW YORK The Morwhite Chemical Co.	DAYTON, OHIO The Fansher Brothers Co. The Klarin Co.
ALBUQUERQUE, NEW MEXICO Laun-Dry Supply Co., Inc.	DENVER, COLORADO Chemical Sales Co. Merchants Chemical Co., Inc. Thompson-Hayward Chemical Co.
ALEXANDRIA, VIRGINIA Morris & Eckels Co.	DETROIT, MICHIGAN Eaton Chemical & Dyestuff Co. R. C. Gibson Co.
AMARILLO, TEXAS State Chemical Co.	EAST BOSTON, MASSACHUSETTS Savem Products Co.
ATLANTA, GEORGIA Boggs & Co. James E. Cox Co. Morris & Eckels Co. Phenix Supply Co. F. H. Ross & Co.	ELKHART, INDIANA Melkus Brothers
AUSTIN, TEXAS Austin Supply Co.	EL PASO, TEXAS Laun-Dry Supply Co., Inc.
BALTIMORE, MARYLAND W. P. Ballard & Co. Morris & Eckels Co.	EVANSVILLE, INDIANA Drake Supply Co.
BIRMINGHAM, ALABAMA W. P. Ballard & Co. F. H. Ross & Co.	FORT WAYNE, INDIANA Miracle Chemical & Solvent Corp.
BROOKLYN, NEW YORK Kliegman Brothers, Inc.	FORT WORTH, TEXAS Thompson-Hayward Chemical Co.
BUFFALO, NEW YORK Frontier Alkali Corp. H. D. Taylor Co.	GRAND RAPIDS, MICHIGAN P. B. Gast & Sons Co.
CHARLESTON, WEST VIRGINIA Southern Chemical Co.	GREAT FALLS, MONTANA Great Falls Paper Co.
CHARLOTTE, NORTH CAROLINA Boggs & Co. F. H. Ross & Co.	GREENSBORO, NORTH CAROLINA W. P. Ballard & Co. F. H. Ross & Co.
CHATTANOOGA, TENNESSEE Burkart-Schier Chemical Co.	GREENVILLE, SOUTH CAROLINA Boggs & Co.
CHICAGO, ILLINOIS Central Laundry Supply Co. Chicago Laundry & Cleaner Supply Co. The O-So White Co.	HARTFORD, CONNECTICUT M. Gilston, Inc.
CINCINNATI, OHIO The Jung Supply Co. Merchants Chemical Co., Inc.	HOUSTON, TEXAS W. P. Ballard & Co. Thompson-Hayward Chemical Co.
CLEVELAND, OHIO Carman Supply Co., Inc.	INDIANAPOLIS, INDIANA Wm. Lynn Chemical Co.
COLUMBIA, SOUTH CAROLINA F. H. Ross & Co. Tri-State Supply Co.	JACKSON, MISSISSIPPI F. H. Ross & Co.
COLUMBUS, GEORGIA F. H. Ross & Co.	JACKSONVILLE, FLORIDA Morris & Eckels Co. F. H. Ross & Co. Ed. L. Thomas Co.
COLUMBUS, OHIO F. T. Carroll Co. Merchants Chemical Co., Inc. The E. J. Thomas Co.	KANSAS CITY, MISSOURI Campbell-Frazier Supply Co. Thompson-Hayward Chemical Co.
DALLAS, TEXAS Dallas Tailor & Laundry Supply Co., Inc. Lasco Supply Co. Thompson-Hayward Chemical Co.	KNOXVILLE, TENNESSEE Burkart-Schier Chemical Co. F. H. Ross & Co.
DAVENPORT, IOWA Thompson-Hayward Chemical Co.	LITTLE ROCK, ARKANSAS Capitol Chemical & Supply Co.
	LOS ANGELES, CALIFORNIA Ajax Supply Co. Victor Kemp Co. Los Angeles Soap Co.
	LOUISVILLE, KENTUCKY Gans Chemical & Supply Co. Merchants Chemical Co., Inc.

to a smooth-running plant



*Authorized Wyandotte distributors
are located in principal cities
from coast to coast*

LUBBOCK, TEXAS
Thompson-Hayward Chemical Co.

MEMPHIS, TENNESSEE
Apex Co.
Ideal Chemical & Supply Co.
McCleary Carrigan, Inc.
Wellbrock Supply Co.

MIAMI, FLORIDA
Biscayne Chemical Laboratories

MILWAUKEE, WISCONSIN
Merchants Chemical Co., Inc.

MINNEAPOLIS, MINNESOTA
Merchants Chemical Co., Inc.

MOBILE, ALABAMA
Rudolph Ramelli, Inc.
F. H. Ross & Co.

NASHVILLE, TENNESSEE
W. P. Ballard & Co.
Burkart-Schier Chemical Co.

NEW ORLEANS, LOUISIANA
Rudolph Ramelli, Inc.

NEW YORK, NEW YORK
John T. Stanley Co., Inc.

NORFOLK, VIRGINIA
Rhodes & Jordan
Morris & Eckels Co.

OAKLAND, CALIFORNIA
Echo Sales & Manufacturing

OKLAHOMA CITY, OKLAHOMA
Thompson-Hayward Chemical Co.

OMAHA, NEBRASKA
Merchants Chemical Co., Inc.

PEORIA, ILLINOIS
Dust-Ali Mfg. Co., Inc.

PHILADELPHIA, PENNSYLVANIA
Wm. Barnett & Sons, Inc.
Sterling Supply Corp.

PHOENIX, ARIZONA
Milgram Distributing Co.

PITTSBURGH, PENNSYLVANIA
Carman-Pittsburgh Co., Inc.
Pitt Chemical & Sanitary Supply Corp.
W. A. Roper Supply Co.

PORTLAND, OREGON
Osmond & Co.
Packer-Scott Co.
Van Waters & Rogers, Inc.

RALEIGH, NORTH CAROLINA
F. H. Ross & Co.

RICHMOND, VIRGINIA
Virginia-Carolina Laundry
Supply Corp.
Laundry & Dry Cleaner Suppliers

ROCHESTER, NEW YORK
Rochester Carman Supply Corp.

ST. LOUIS, MISSOURI
Nu-Pro Sales Co.
G. R. Schmidt Co.
Thompson-Hayward Chemical Co.

SALT LAKE CITY, UTAH
REM Co.

SAN ANGELO, TEXAS
B & H Supply Co.

SAN ANTONIO, TEXAS
Southwestern Specialty Co.
Thompson-Hayward Chemical Co.

SAN DIEGO, CALIFORNIA
Buel-Town Company

SAN FRANCISCO, CALIFORNIA
Los Angeles Soap Co.

SAVANNAH, GEORGIA
F. H. Ross & Co.

SEATTLE, WASHINGTON
Great Western Chemical Co.
Heavens Supply Co.

SHERMAN OAKS, CALIFORNIA
Bye Supply Co.

SIOUX CITY, IOWA
Kennedy & Parsons Co.

SOUTH BEND, INDIANA
Weisberger Brothers

SPOKANE, WASHINGTON
Van Waters & Rogers, Inc.

SPRINGFIELD, MISSOURI
John A. Morris Equipment &
Supply Co.

STONEHAM, MASSACHUSETTS
Carman Mitchell Wing Co.

TAMPA, FLORIDA
Phenix Supply Co.
Ed. L. Thomas Co.

TOLEDO, OHIO
Louis Wasserstrom & Co., Inc.

TULSA, OKLAHOMA
Chemical Products Co.
Thompson-Hayward Chemical Co.

WASHINGTON, D. C.
W. P. Ballard & Co.
William Barnett & Sons, Inc.

WESTFIELD, NEW JERSEY
Norton & Williams, Inc.

WICHITA, KANSAS
The Reid Supply Co.
Thompson-Hayward Chemical Co.

YUMA, ARIZONA
Western Janitor Supply Co.

CALGARY, ALBERTA
Stanley Brock, Ltd.

EDMONTON, ALBERTA
Stanley Brock, Ltd.

MONCTON, NEW BRUNSWICK
Maritime Paint & Chemical Co., Ltd.

MONTREAL, QUEBEC
Dalex Co., Ltd.
LaRose & Fils
Ludor Manufacturing Co.
McArthur Chemical Co., Ltd.
National Laundry &
Cleaners Equipment

ST. JOHN'S, NEWFOUNDLAND
Trade Specialties, Ltd.

TORONTO, ONTARIO
Dalex Co., Ltd.
Eaton Chemical & Dyestuff Co.
McArthur Chemical Co., Ltd.

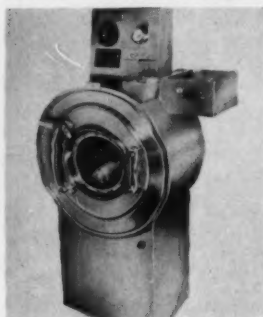
WINDSOR, ONTARIO
Eaton Chemical & Dyestuff Co.

WINNIPEG, MANITOBA
Stanley Brock, Ltd.

VANCOUVER, BRITISH COLUMBIA
Stanley Brock, Ltd.

NEW PRODUCTS and LITERATURE

Automatic Supply Feeder



Addition of an Automatic Supply Feeder to its 25-, 50-, 75- and 100-pound pedestal-base model washers in the Special, Senior and Century automatic machines has been announced by Simplex. This feeder automatically injects soap and detergents during the washing cycles. The standard soap chute will still be furnished on the machines for special loads, dyes or for whenever the feeder is not used. The feeder is synchronized with the timer on the wash cycle and will service four of the six wash cycles in a complete run. It handles soap and detergents in either liquid or powder form.

At present the Automatic Supply Feeder is not available on the Deluxe Cabinet Models, according to Joe Groshans, manager, Speed Queen and Simplex Commercial Sales.

For details write to Speed Queen and Simplex Commercial Sales, Ripon, Wis.

Atlas Detergents Folder

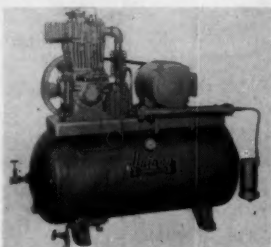
Atlas Powder Company recently published a comprehensive list of the chemical and physical properties of Atlas Renex detergents.

The aim of this material is to help formulators select proper detergents for specific uses. Outlined suggestions for application are included. Among the detergents described is the Renex 20 series, a group of three polyoxyethylene esters used ex-

tensively in formulating commercial detergents and in textile cleaning.

Entitled "Properties and Applications of Renex Detergents," the information is supplied in file folder form to hold eight forthcoming detergent formulating bulletins from Atlas. Copies of this file folder (CD-117) can be obtained by writing to the Chemicals Division, Atlas Powder Company, Concord Pike and New Murphy Rd., Wilmington 99, Del.

Compressors for Laundries



Quincy Compressor Company has announced a new line of air compressors designed especially for laundries and dry-cleaning plants. Loren Gillhouse, sales manager, notes the long life of these units, which offer positive lubrication and extra protection to bearings.

Laundry compressor literature is available free on request to Quincy Compressor Company, Quincy, Ill.

Twin Water Heaters

The National Combustion Co. is currently offering twinned Natco water heaters for special installations. The combination can be used where the entrance is too tight for one large model.

Where future expansion is contemplated, one Natco can be installed for present use; another later on.

Coin-store operators can also use twinned Natco Water Heaters to help ensure uninterrupted hot water supply. The heater

can be equipped with electric ignition, which gives positive burner start-up. Each Natco can be so wired that how busy the store is determines whether one or two heaters are in operation.

This hook-up eliminates the need for two or three 24-hour-per-day pilot lights, and also saves the continuous operation of two boilers.

For complete details write to National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.

Chloresco Dry Bleach



Introduction of a new laundry bleach designed for dry application direct to the wheel has been announced by W. J. Schleicher, manager, laundry chemical department, Cowles Chemical Company. To be marketed under the trade name of Dry Chloresco, this product removes mildew stains in the regular washing formula. It has a double action that not only bleaches but strips out lime and acid soaps at the same time. The maker claims a reduction of tensile strength loss up to 50 percent with the use of Dry Chloresco.

For further details write to Cowles Chemical Company, 7016 Euclid Ave., Cleveland 3, Ohio.

New Industrial Hand Cream



To offset the harsh effects of chemicals on workers' hands, Warco Laboratories has developed a new protective hand cream called Sila-Hand. This compound contains a large percentage of silicone, which is said to retard the irritating ef-

fects of solvents and chemicals. Another ingredient is lanolin, which restores the natural oil to roughened and dried-out skin.

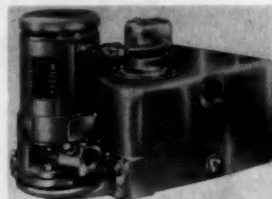
For complete details write to Warco Laboratories, Gardena, Calif.

New Device Checks Temperature, Pressure

A new series of temperature-pressure relief valves for water heaters has been developed by Cash-Acme. This F-3T series features an offset fuse plug holder, which allows the fuse plug to be replaced without disturbing the valve's installation. The valves are made of bronze, with silicone seat disc and stainless-steel spring.

A new bulletin (2-13) describing the F-3T series is available free of charge on request to Cash-Acme, P. O. Box 191, Decatur, Ill.

New Condensate Systems Use Centrifugal Pumps



Decatur Pump Company, Decatur, Ill., has brought out new Burks condensate systems equipped with ½ hp. Burks IHV-Centrifugal pumps on cast-iron receiver tanks. Both single and duplex pump systems are rated with a 3-to-1 safety factor, for capacities up to 12,000 square feet of radiation and up to 20 p.s.i. operating pressure.

Frequent delivery to the boiler is insured by accurate controls and the fact that return of 2 gallons into the receiver tank starts the pump. The receiver tank inlet is 7 inches above the bottom of the tank.

All pumping parts are made of noncorrosive bronze, and pumps are equipped with drip-free mechanical shaft seals. The Burks centrifugal pumps will not steam bind, because of a positive head on the suction, the maker claims. Large pump inlet assures low velocity at the pump, besides reducing friction loss.

Simple to install, both single-pump and duplex models are fully automatic. In duplex systems alternate use of pumps is made automatic by a built-in mechanical alternator.

For further information write to the manufacturer.



"There's more in it for You, Mister!"

Hoyt Dryers, from the smallest to the largest, are designed to save time and cut operating costs. They give you *every* automatic control you'll find on any dryer — and, as a bonus, those other exclusive HOYT features that make the whale of a difference in the volume you handle and the profits you bank.

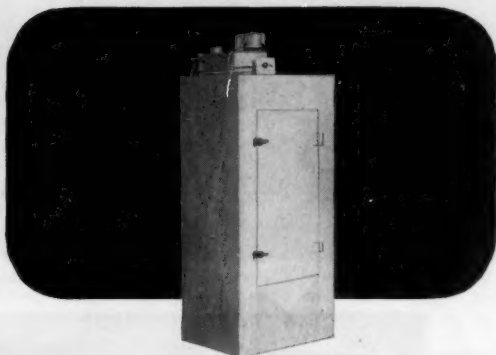


DRYERETTE, JR. Fast small dryer, single unit. Capacity 16 lb. d.w. Ideal spotting tumbler.

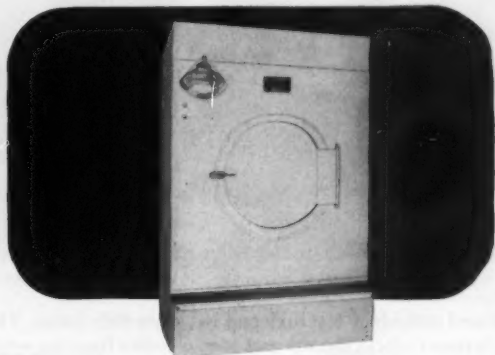
DUO-DRI Ideal small dryer. Capacity 32 lb. d.w., twin dryer — (16 lb. per unit). Handles individual loads, like diapers, etc., to perfection. Separate automatic controls and heaters.



WESTPORT Fastest medium size dryer. Capacity 50 lb. d.w. Basket (largest for capacity) 37 1/4" x 30 1/2". Fully automatic controls.



ALL-PURPOSE CABINET New. Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.



BIG BERTHA Giant dryer. Capacity 115 lb. d.w., 18% greater capacity than other large dryers. Basket 54" x 30 1/2" (arm-deep) is easily unloaded: No wasted cool-down period necessary to permit operator to unload.

Coin-Metered Dryers available.

Maybe you're missing something...

MAIL THIS COUPON TODAY!

HOYT

AUTOMATIC DRYERS AND RECLAIMERS

HOYT MANUFACTURING CORP.
28 Forge Road • Westport, Mass.

Send information

- | | |
|---|--|
| <input type="checkbox"/> Dryerette, Jr. | <input type="checkbox"/> All-Purpose Cabinet |
| <input type="checkbox"/> Duo-Dri | <input type="checkbox"/> Big Bertha |
| <input type="checkbox"/> Westport | |

Name.....

Company.....

Address.....



Streamlined outside, 6 feet high and 70 inches wide inside. These modern INTERNATIONAL chassis and Metro bodies from the world's most complete truck line are offered in models from 5,400 to 16,000 lbs. GVW. Bodies and chassis are completely matched and factory-built in one plant . . . specialized to meet the exact needs of your business with less cost of ownership, more economy of operation.

The Action-Styled INTERNATIONAL Panel is a smart looking, easy working truck that gives you full-time delivery. All-steel built for weather tightness, it has the biggest windshield, narrowest corner posts and the most powerful "six" in its class. What's more it's all-truck built for lasting service and economy. Extra curb-side door and side windows are optional.



INTERNATIONAL TRUCKS

Easier, Faster Load Working

*Just one reason why you'll find
International Trucks cost least to own!*



No-stoop load working. Full six-foot headroom. Payload width 70 inches. Body capacities to 417 cu. ft.



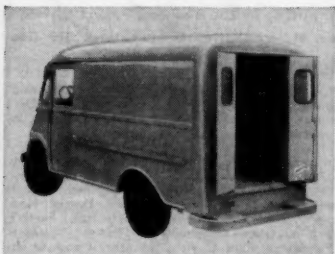
Longer body life, less weight. Corrosive resistant high tensile steel. Caulked joints resist rust and dust.



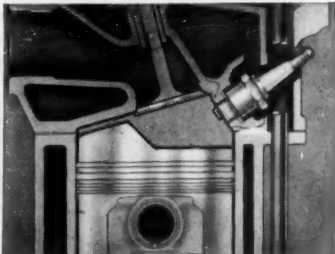
Easier entry and exit. Improved steering wheel position, angled toe boards, seat location and forward swinging seat.



Speedier deliveries with extra convenience due to the roomy package shelf on angle-edged engine cover.



Choice of side and rear doors. Standard sliding or optional folding side doors. Double rear doors 38" or 67".



Faster service at less running and up-keep expense with more usable power from greater internal efficiency.

Loading and unloading is simpler, quicker in an INTERNATIONAL Truck with Metro body with its full 6-foot headroom and extra low steps. It cuts down non-productive time and increases profit time . . . saves effort to make more deliveries, easier.

You save on operating and maintenance expense, too, because INTERNATIONAL Trucks cost *least* to own. Cost records prove* this.

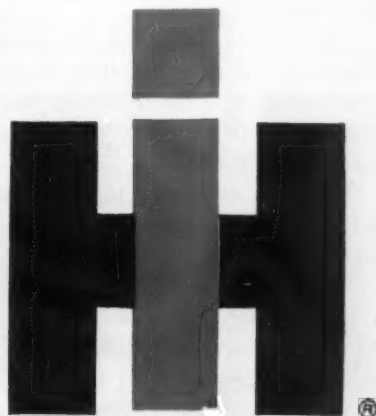
With an INTERNATIONAL-Metro, you get the world's most popular multi-stop truck, first in sales for 19 straight years. You get the truck with *matched* chassis and body, completely engineered and factory-built in one plant by one company to stay on your job longer at *least* cost.

Now is the time to see your INTERNATIONAL Dealer to start saving and earning more money on your route. Give him a ring today.

*Signed statements in our files, from fleet operators throughout the U.S., back up this statement.

cost least to own!

December 15, 1957



INTERNATIONAL HARVESTER COMPANY, CHICAGO

Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

Starchroom Editorial

More about shirts . . .

We have been roundly criticized for our dim view of the professional laundryman's shirt promotion and production efforts as expressed in last month's editorial entitled "Search For Greener Pastures."

Many took issue with our point that drycleaners were far more progressive where shirts were concerned and felt that we should have aimed our barbs at the minority of laundries that are grantedly not as progressive as they might be.

They pointed out that the great bulk of the shirt volume is being handled by professional laundries. And that laundrymen are not asleep promotion-wise, because the volume of shirts continues to grow and grow. They felt that we were slighting what amounts to their thousands of years of cumulative experience in laundering and finishing shirts. And that we failed to recognize their accomplishments in setting up quality standards.

While many admitted that laundries do have certain problems in giving fast service to route customers, they felt that this problem was being met by revamping delivery schedules and by expanding their operations to include branch outlets to give the customer the type of service they want when they want it. (The recently concluded survey for the American Institute of Laundering by the Armour Research Foundation bears this out. More than 84.4 percent of the persons responding to this survey reported they now have from one to seven branch outlets.)

Actually, we erred in lumping the progressive and nonprogressive laundry operators into one category. Thus implying that all were nonprogressive. Now our glaring generalization has come home to roost. And we owe apologies to those we've disparaged with our broad editorial brushstrokes.

Since our last issue, we have come by a new set of facts which further proves we were wrong in accusing the industry, as a whole, of failing to take advantage of the latest equipment and machines.

This survey, in which 540 laundries participated, revealed that two out of every three had purchased a major piece of processing equipment within the past 18 months. The basic reasons cited for these purchases were: to reduce costs and improve quality.

It is also interesting to note that of those who said they had bought new equipment, 42.6 percent said they bought one or more shirt units.

Shirt unit purchases, in fact, ranked ahead of all other items on the plantowners' shopping lists, including washers and tumblers which ranked second and third on the list with a little over 32 percent each.

We feel very much like the minister who harangues his congregation for not coming to church. Obviously, the ones who could most profit by his message are the ones not present.

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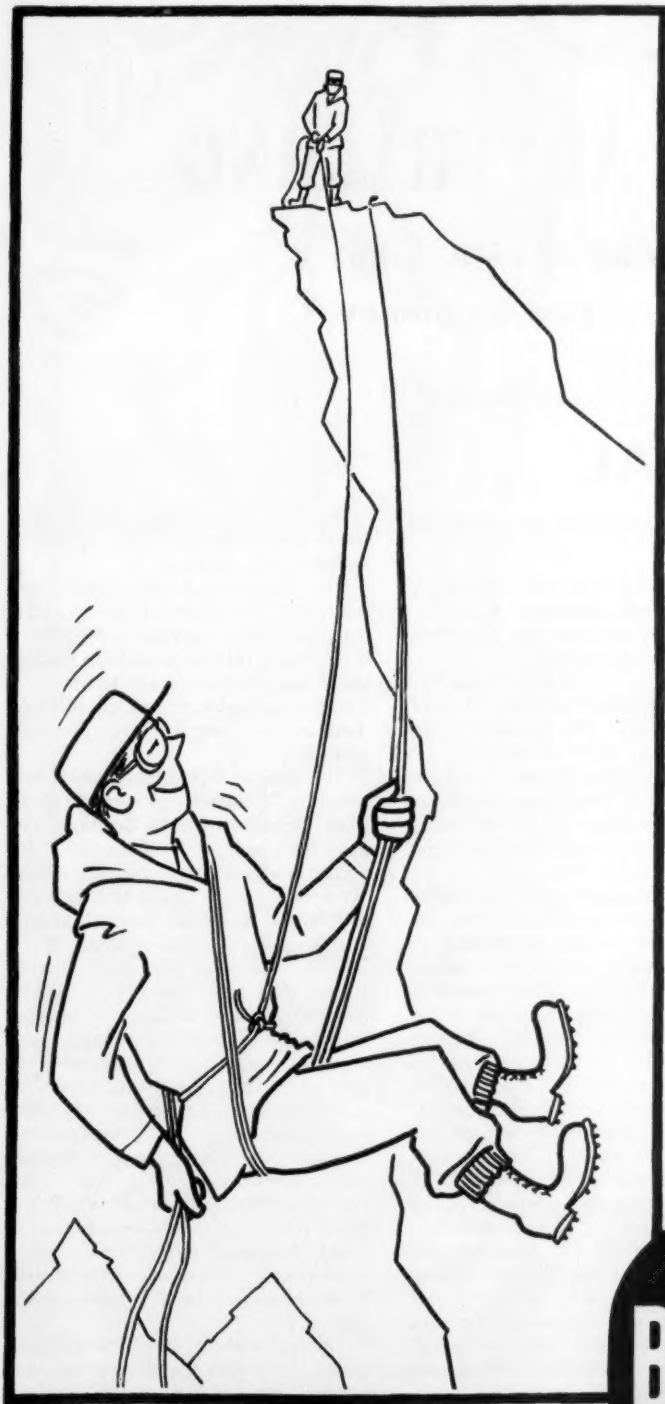
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STARCHROOM LAUNDRY JOURNAL

It Takes a Matched Team to Get Best Results!



That's why you get
CLEANER CLOTHES
GREATER PRODUCTION
LOWER WASHING COSTS
every time with

MTD

(MATCHED TEAM DETERGENCY)

Remarkable is the only way to describe MTD's crossfire cleaning action! By using two specially matched cleaning agents—Bilt and Orvus Hytemp—clean, white bundles are turned out *every time* . . . and at *lower cost*. Here's why:

Crossfire cleaning action combines the advantages of two basic types of cleaning agents, each with its own ability to remove different types of soil. Bilt is a high-powered soap base break that loosens and suspends heavy soils. Then Orvus Hytemp, scientifically developed to wash at high temperatures, steps in to complete the washing job. Together they catch every type of soil in an efficient crossfire of cleaning action and give you results that satisfy the fussiest customer.

Remarkable, too, is the improvement in rinsing efficiency that MTD offers. Many laundries report reduction in rinsing operations of up to 50%—and how that saves on time, money and steam!

You and your customers will be pleased with the matchless results that only Matched Team Detergency produces. Try it for 30 days and you'll be convinced.

BILT

ORVUS

Hytemp GRANULES

Procter & Gamble

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio

The New Look in

LAUNDRY ADVERTISING

*There are a lot of nice things
to talk about--besides money*

TESTIMONIAL

TESTIMONIAL ADVERTISING is currently being used very successfully by the Stapleton Service Laundry of Staten Island, New York. The testimonials come from customers who have patronized the plant for 25 years or more.

The whole idea took form when plantowner Robert Birer sat down with ad manager Victor Cогnetta and David Rothschild, head of Stapleton's advertising agency. Their initial problem was to find a way to capitalize on the plant's 37-year-old history. During this period the firm had acquired many loyal customers and it seemed fitting that they should somehow be included in the campaigns.

One of the thoughts to come out of the meeting was the formation of a Quarter-Century Club to be restricted to customers who had patronized the plant for at least 25 years. It was a happy thought, and one which could not help but call attention to the fact that this *was* a plant with a long history of satisfied customers.

The first job was to collect the names of these long-time patrons. But the new management had no service records to go by. After some thought, it was finally decided that the route salesmen were the best means of securing this information. To encourage their cooperation, the management ran a contest and awarded three cash prizes (\$15, \$10 and \$5) to the three men who turned in the most names of 25-year customers. The results were excellent. More than 100 names were turned in.

Next, it was decided that the list

of names should be set up on the basis of seniority and published. A mimeographed letter signed by Mr. Birer was sent out to the list saying:

"We are pleased to know that you have been a loyal customer of ours for many years. The trouble is we don't know exactly *how many*."

A stamped, self-addressed envelope was included to encourage replies. In less than two weeks all the oldtimers on the list were heard from and the program was under way.

The first ad appeared in the Staten Island *Advance* on Monday, October 28. It was 6 columns wide and 17 inches deep and carried the names and addresses of 142 Staten Islanders distinguishing them as members of the "Stapleton Service Laundry Quarter-Century Club." To make sure that no one would be slighted, the headline read "Does your name belong here?" and invited those eligible but not listed to notify the plant.

The invitation was accepted by more than 30 persons who wrote or phoned in after the ad appeared.

The follow-up ads featured pictures of some of the Quarter-Century Club members taken in or around their homes—to emphasize the idea that they have "more time for living"—and short testimonials telling why they like Stapleton's service.

The firm plans to use 11 such testimonials and will reprint the Quarter-Century Club roster again at the middle and end of the 14-week campaign. The ads appear in the paper on Monday of each week.

Customers are selected to appear

in the ads on the basis of seniority. Or at least, they have the option to appear if they desire it.

The 8-by-10-inch photographs are taken by a professional hired by the company. Each customer posing for a shot signs a release permitting Stapleton to use her picture and testimonial. And the company returns the pictures used as payment for the privilege granted.

The testimonial ads measure 6 columns by 14 inches and consist of one large picture, a simple headline and some light copy.

The headline on one of these reads: "Prefers Sewing to Suds-Making" and is followed by these lines: "I'm just an old-fashioned homemaker. That's why I appreciate the good reliable service Stapleton Laundry has given me for 37 years. Sending my laundry to Stapleton has let me devote many hours to things I really enjoy—taking care of my family, sewing, music."

Everyone enjoys seeing her name and photograph in the newspaper and the campaign has helped to cement customer-plant relations even more firmly. Many persons believed the Club idea was a wonderful way to build community spirit. (Elaborately decorated membership certificates have been sent to all charter members.)

One man who noticed the ads purposely came into the plant to say that he had been a customer for a long time and that his wife would be happy to pose for an ad. When told that the photos were of those who had been customers for 25 years or more he replied, "You can contact us in five years."—Richard Vinocur

Continued on page 14

Another loving care

[illegible]

First in Class First in Line

[illegible]

© 2000 Blackwell Science Ltd



Figure 2

Please Call or Write for TV Menu-Entire Service is Delivered and Installed by Cable News Channel 106 as Standard - Super P.A.M. HD 99.9% ... Introducing New ... This Day Service on Demand

37 years
a user
of
Stapleton
Service
Laundry



Mrs. Robert Viegelmann, 4 Theresa Place, enjoys relaxing on her pleasant porch.

No two lives add up to the **Reinold Virgelmann family of Greyton, Mass.** **Three Naptown Service Ladies!** Mrs. Virgelmann and her first husband of nearly 40 years died after he opened the business in 1929 and she's been a satisfied customer ever since!

[illegible]

He has always been pleased, she says, with Maglietta's good work and the fine service they give him. He is sure "that Maglietta is a good fellow and not just a mere superior." He is sure "that Maglietta is a good fellow and not just a mere superior." He is sure "that Maglietta is a good fellow and not just a mere superior."

STAPLETON SERVICE LAUNDRY
QUARTER-CENTURY CLUB

composed of those members who have been our customers for 25 years or more, replicates Mr. Robert Vogel, president of a 17 year member. A clue to Mr. Vogel's loyalty. My work always comes back from white cloth. Therefore, the best.

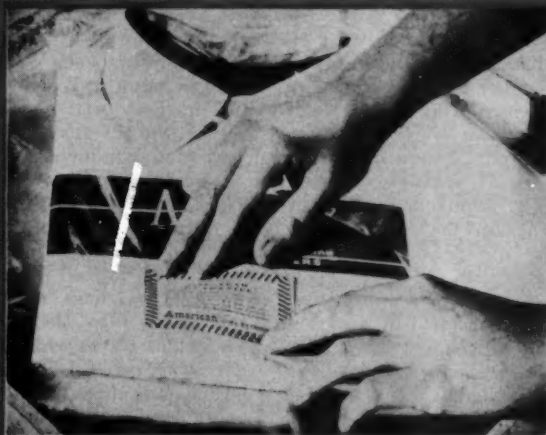
Flag the Stripteater route 2200000
or call GI 24410



"Savior" is our middle name



54 Glenview Avenue
West Brighton

[illegible]

A for extra care at everyday cost
merican
LAUNDRY & CLEANERS

For convenient
pickup service
at your home, call
Cherry 3-2121
any time of
day.

NATIONAL

THE NATIONAL LOOK in laundry advertising was introduced to the public by American Laundry & Cleaners, Grand Rapids, Michigan, in mid-September.

Instead of the usual price appeal, with "floating" illustrations in a sea of "specials," American's ads consisted of big, square photographs and clean copy that carried not one "special" or price. Even the invitation to phone for service was subdued to a brief sentence.

American's agency, Charles F. Johnson Advertising, created this different campaign which will continue through the fall, winter and spring.

The ad series was created to do two important jobs for American Laundry & Cleaners. First, to counteract the fears of many people who feel that commercial laundries are hard on clothes. Second, to dispel the idea that the plant's prices for quality service were higher than the ordinary.

Theme in pictures

To accomplish the first objective, American's ads were built on a basic theme of "extra care." They stress the fact that personal attention, supervision and handling are given every article, no matter how much modern machinery is used. This is brought out in the informative copy, written to acquaint the public more intimately with the many steps involved in washing, cleaning, ironing and delivering each article. Also, the point is made through the use of striking photographic illustrations.

The photographs for this series were taken at American by a professional industrial photographer. The pictures, unposed, show the hands of the worker doing his job. Only the hands of the individuals are shown, but each photo tries to portray character and personality of the type to appeal to the consumer who is concerned about the safety of his or her belongings.

These photos will be used in a brochure prepared by American for distribution to new prospects as a get-acquainted booklet. It will give the prospect an intimate look at the laundry and cleaning service represented by the route salesman who brings the booklet to her door. The booklet will also list the plant's services as well as some of the unusual items cleaned

in the past, including teddy bears, theater curtains, bullfighter's sequin uniforms, needlepoint handbags, etc.

Subjects of the first of this new series of ads range from hand-pinning and hand-finishing of pleats to steam finishing of men's suit coats, including a highlight on the special care given men's wool socks which permits guaranteeing them against shrinkage; the special washer and air-drying department exclusively for laundering electric and wool blankets; the one-year's-wear shirt guarantee; "pillow" pressing of embroidered and beaded garments to prevent damage to beads; a special noncreased packaging method for knitwear with delivery in sealed cellophane-window boxes.

Ads vary in size from 64 to 75 column inches, and appear every Saturday in the evening newspaper. They are usually run on the second page of the society section where they are most likely to be seen by the "lady of the house."

COLOR

FOUR-COLOR ADS featuring nationally familiar figures such as the Hathaway shirt man are being used most effectively by Adelman Associates of Milwaukee, Wisconsin, in its current newspaper promotion.

The theme was developed by the firm's own advertising department as part of a year-round sales campaign, according to plantowner Albert B. Adelman.

Although the use of color raises advertising production costs, the company felt justified in employing it because it is more eye-catching and "powerful" than the standard black-and-white ads to which readers have grown accustomed. The national flavor of the illustrations themselves, furthermore, tends to lend endorsement and prestige which are hard for the reader to miss.

One recent ad appearing in the Sunday edition of the Milwaukee *Journal* bore the intriguing headline: The people who make your shirts like the the way we launder them with "t.l.c." (The initials stand for "tender loving care.")

This four-column, half-page ad featured a large picture of the Hathaway shirt man, complete with black eye patch and playing a cello. And was followed by this appropriate copy:

"Leading shirt manufacturers," says

the ad, "know that Adelman Associates launders shirts with as much love as was woven into the fabric." White shirts are returned "as white as an egg-shell" either "starched or Very Soft, our exclusive no-starch process." The copy points out further that "New presses end shoulder creases." And that the order is "Protectively packaged in noiseless plastic bags."

The readers are also apprised of the fact that the plant's "Quality Control Inspector checks to make sure spots are removed . . . pockets free from tobacco, paper and dirt particles . . . cuffs restored to original shape . . . missing buttons replaced."

Another four-color ad shows a model dressed in a man-made fur coat. The headline reads: "Borgana coats beautifully, safely 'dry' cleaned by Adelman Associates." And the sub-head quickly establishes the fact that furrier methods are used exclusively.

The copy then goes on to say: "There is a special department to cleanse Borgana . . . and other man-made synthetic fur coats . . . staffed with craftsmen who use methods recognized by leading manufacturers, the American Furrier Institute and the National Institute of Drycleaning. Matted and tufted areas are raised . . . original luster restored . . . and the plushy softness preserved."

In short, these ads educate the consumer as to the specific things that make the plant's services different and, at the same time, emphasize the idea of quality and personalized attention.—Henry Mozdzer

SAFETY

A SAFETY AD was one of the ideas that won national recognition recently for the Alamance Laundry & Dry Cleaners of Burlington, North Carolina.

The ad occupied a half-page of newspaper space and included photographs of the plant's seven route salesmen. The accompanying copy explained that the men had signed the safe driving pledge sent out by Governor Hodges and that they were endorsing safe driving as a means of reducing accidents.

The ad, prepared by Jesse M. Kingsland, plant manager, was one of those selected by the National Research Bureau, Inc., as being outstanding in their field. The Bureau has distributed reproductions to interested business firms in many cities throughout the nation. □□

LESTOIL
LIQUID DETERGENT

doesn't care
who tips the
gravy boat . . .



and neither will the **LESTOIL**-wise laundry man

LESTOIL GETS OUT ALL SOIL

- ▶ Greasy spots, wax and lipstick on **TABLECLOTHS AND NAPKINS**
- ▶ Kitchen grease stains and soot smudges on **DISH TOWELS** and **CLEANING CLOTHS**
- ▶ Perspiration soil and hair oil discoloration on **SHEETS** and **PILLOWCASES**
- ▶ Heavy soil in deep piled **BLANKETS** and **BEDSPREADS**

NO TROUBLE WITH LESTOIL

Stubborn grease spots, oil stains and deeply imbedded dirt can be effectively removed by the uses of LESTOIL in the break. 20 years experience in leading laundries has proved that the addition of 5 ounces of LESTOIL to each 100 pounds dry weight improves regular or one-shot formulas to the extent that im-

maculate washes result from each load — cottons, linens, wools, silks and synthetics. Use LESTOIL to assure perfect laundering of holiday whites and colors by combatting those types of soil which are troublemakers.

THE PROOF OF THE PUDDING

LESTOIL is unexcelled for improving cleansing action during the first break operation. It prevents soap breakdown and resultant lime soap formation. Rinsing is complete because LESTOIL emulsifies and holds soil in suspension — no redeposition. No need for excess alkali and bleach — tensile strength loss reduced — NETS last longer — LINENS last longer — stay stronger. The unique combination wetting and detergent action furnished by LESTOIL is unequalled. Yes, LESTOIL produces white work that will keep you and your customers in a holiday mood. See for yourself!

For information

call your nearest supplier or write for a generous free sample to:

ADELL CHEMICAL COMPANY

HOLYOKE, MASSACHUSETTS

Serving the Laundry Industry for twenty-three years.

**LESTOIL
GIVES YOU A
BETTER BREAK**



New equipment has speeded and simplified processing in washing department. And, at same time, brought about savings in supply and productive labor costs.

Continuous Towels: How They Keep 'Em Rolling

*Revamped washing department and Three-Way Plan
keep sideline growing at Modern Silver plant*

MODERN MACHINERY and new merchandising methods have enabled Modern Silver Linen Supply Co., Inc., of New York City to keep its continuous-towel business growing steadily over the years.

The company was originally founded by Louis Gordon in 1907 to supply coats, aprons and towels to local businesses in a rapidly growing metropolis.

As competition grew, the company had to grow also to maintain its standing as one of the leading plants in the field. In 1937 the firm added the continuous-towel line to its many services. The new line prospered but like everything else it needed a boost every now and then to make it even better and more profitable.

Revamping the washroom

Two years ago Modern Silver made some extensive changes in its washing

By HENRY MOZDZER

department which resulted in lowering productive costs as well as reducing supply and water requirements on all its linen services.

According to Sam Goldstein, laundry plant manager, the change involved the purchase of eight 42-by-96-inch fully automatic washwheels, nine hydraulic extractors and two conditioning tumblers.

Mr. Goldstein showed particular pride in the new extractors. For one thing, he noted that seven of the new extractors can turn out the 300,000-pound weekly volume of work in the same time that eight extractors took under the old setup.

One reason for this is that in the old days there was only one motor hoist to handle all the extractor baskets. The work used to pile up in the

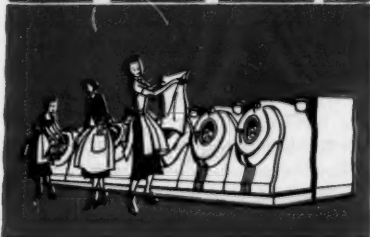
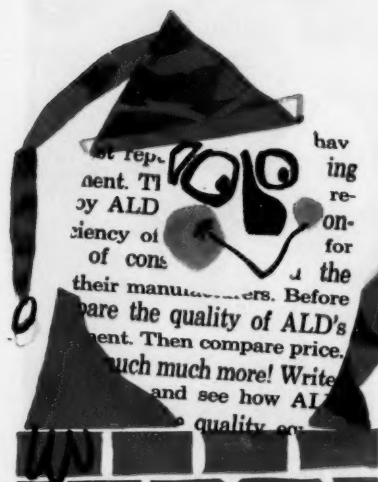
aisles. Now each machine has its own hoist and the department is in the position where the extractor production is running well ahead of the washwheels.

Second, Mr. Goldstein finds that the new units require no balancing and that a new man can be taught the simple task of loading and unloading in a matter of minutes. All the extracting is handled by two men instead of three since the leveler's job has been eliminated.

Furthermore, the new units use a 3 hp. motor instead of 10 hp., which makes it possible for the department to cut down its power requirements by about 200 amps per day.

The new units require a preconditioning tumbler, of course, to break up the 200-pound cakes as they come from the extractor. This operation takes no more than a minute extra. Modern Silver has two of these condi-

*A merry christmas
and a happy
prosperous new year
from our family
to yours...*



ALD, INC.

3549 N. Clark St., Chicago 13, Ill.

Detroit, Mich. • Louisville, Ky.

St. Louis, Mo. • Dallas, Texas

San Mateo, Calif. • Los Angeles, Calif.

Jacksonville, Florida

ALD New York, Inc. • Baltimore, Md. • Long Island City, N. Y.

December 15, 1957





Continuous towels go through flatwork ironer in nine lanes. Feeders (left) can push through about 200 fifty-yard rolls an hour. Catcher (center) removes finished rolls and stacks them on table at left. Towels are wound by one man (right) who can do 140 rolls per hour with this winding machine

tioners—one of them serves as a spare.

Actually, so far as space is concerned, Mr. Goldstein says that the conditioners and the nine new extractors take up no more room than was occupied by the eight old extractors.

The final result of the modernization was increased capacity and faster, more economical handling of all the firm's many services.

Three-Way Plan

At the same time that the washing department was being revamped,

management went ahead with another idea on the sales end of the business. With an eye toward attracting new customers to its continuous-towel service, Modern Silver got a franchise—the first in the New York area—to promote the so-called Three-Way Plan for a complete restroom service.

Under the terms of the plan, Modern Silver provides soap and tissues in addition to continuous cloth toweling every other week to small retail establishments such as bars, barber shops, beauty parlors, restaurants, etc., at a flat rate of \$1.25 per week.

The basic appeal of the plan lies

not so much in economy as it does in saving time and labor. The small retailer doesn't have to bother buying towels, soap and tissues nor trouble himself with the chore of replenishing these supplies.

The weekly cost quoted above is for the typical one-unit washroom which would need a towel cabinet, a soap dispenser and a tissue dispenser. For multiple units, the charge is based on the amount of equipment actually required.

The plan was found to have a particular attraction to gasoline service station operators. (Modern Silver is currently servicing about 5,000 such outlets.) Many of them heard of the service as advertised by the company on the radio. Modern Silver advertises regularly on local disc jockey stations which seem to get the greatest audience among service people during the working hours.

According to Edgar Weinstein, the plant's general manager, the plan appeals to new people who are abandoning paper toweling. They can practically forget about restroom maintenance and still be sure that the rooms are neat and sanitary.

When the new customer accepts the service, he signs a one-year contract. Modern Silver then installs the following pieces of equipment on the premises: a continuous-towel cabinet, a soap dispenser and a tissue holder.

Each piece of equipment is specifically designed to hold extra supplies—an extra 50-yard roll of continuous toweling, an extra bar of soap and an extra roll of tissue.

It costs the company about \$50 to sell and equip each installation. (The towel cabinet alone costs \$30.)

The Three-Way Plan customers are
Continued on page 32

a 3 Way Plan
for a complete
Washroom Service
AT A FIXED
MONTHLY COST

- CLOTH* TOWELS
- SOAP
- TOILET TISSUE

SOFT, CLEAN, ABSORBENT
CLOTH TOWELING

Washrooms always
neat.

Patrons and employees
prefer cloth.

Cloth toweling eliminates
all plumbing headaches.

Cloth toweling eliminates
fire hazard.

SOFT, WHITE, TOILET
SOAP NEVER CLOGS OR
LEAKS... NO MESS!

NO EXTRA TISSUE
DISPENSERS EVER

THERE IS NO SUBSTITUTE FOR CLOTH!

Promotional literature indicates equipment and some advantages of Modern Silver's complete restroom service to small retail establishments



Quick-Service Laundries
Can Now Give Customers

**THE WHITEST WASHES
UNDER THE SUN!**

If They Use

Colgate LOW FOAM Detergent

The "Controlled-Suds" Detergent

Especially Formulated for Tumbler and Agitator-Type Washing Machines!

New Colgate "Low Foam" gives just the right amount of suds for clean, clean washes—not enough suds to interfere with mechanical action. You get top-grade washing at low suds level, perfect rinsing and a color of finished work that is excellent and improves with successive washings.

For customer satisfaction—for economy—order Colgate "Low Foam" Detergent—today!

*JUST THE RIGHT AMOUNT OF SUDS
for CLEAN, CLEAN WASHES!
NOT ENOUGH SUDS To interfere
with Mechanical Action!*

In CONDENSED and SPRAYED Forms

Condensed form available in 25, 50 and 100-lb. drums and 100-lb. cloth bags.
Sprayed form in 50-lb. paper bags (not available west of Rocky Mts.).

Both give you all these advantages:

- ★ Work in Hard or Soft Water
- ★ Safe for All Washable Fabrics
- ★ Economical because You Use Less
- ★ Leave No Hard Water or Soil Scum on Clothes or Machine
- ★ Help Protect Washers from Damaging Corrosion, Overflowing Suds or Overheated Motor due to Suds Lock
- ★ Contain Special Laundry Brightener to give your customers the WHITEST WASHES UNDER THE SUN!



FREE! Latest Edition Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Get a copy from your Colgate-Palmolive representative, or write to our Industrial Department.



Colgate-Palmolive Company

300 Park Avenue, New York 22, N. Y.

Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

A QUESTION OF SEX

Are men or women better carhops? These two plants disagree but both are satisfied



Male vs. female: Male carhops seem to have more stamina, but girls tend to be steadier, lend sparkle to plant

ONE QUESTION that has arisen with the recent boom of drive-in laundries is whether it is better to employ male or female carhops. Out on the West Coast, Foasberg Laundry & Cleaners, Long Beach, California, operating exclusively as a drive-in, has been quite satisfied with the five girls who receive drive-in customers. But one Eastern plant, Three-Hour Laundry in Buffalo, New York, finds that it has had more success with male help.

Foasberg's is pleased by the work of the girls because they tend to be more courteous and add sparkle to the plant. Many plants prefer women to men because they are steadier. Married women or widows with children to support make the steadiest employees. Ex-waitresses, as a rule, usually fill the bill because they have had experience in dealing with people. Many employers have also found that women are more appreciative and more inclined to accept jobs that may not require a full day's work.

Foasberg's, as a matter of fact, decided to go all out with the girls by

recently purchasing new uniforms. They were professionally fitted and tailored and the result is an eye-catching combination of comfortable, businesslike and functional apparel.

The girls all wear white shoes and charcoal gray slacks with white belts. Down the side of the slacks is a stripe of burnt orange bordered by twin strips of turquoise. Blouses are white with vertical quarter-inch stripes of gray and Peter Pan collars. Fitted orange sweaters and saucy little charcoal gray caps, similar to those worn by airline hostesses, are the finishing touches to the outfit.

The caps are embroidered with the name "Foasberg" as are the sweaters. The orange sweaters aid the impression of activity in front of the plant and attract the attention of passersby. Even the supervisor and the cashier inside the office are similarly attired.

Back in Buffalo, the management of Three-Hour has changed from female to male carhops for several reasons. They feel that the men are more efficient and are more careful in han-

dling money. Besides, the fellows have more stamina and when the late hours come around their "feet don't hurt" as complaints from the girls often indicated. Uniforms used by the men are simply made up of a blue-and-white shirt with the words "3-Hour" on the front and "Drive-In" on the back. A small sun visor is also worn.

The plant found that men work faster than the girls and that the waiting lot was never jammed up. One way of avoiding the waiting time is to have each carhop pay for the order while in the call office, picking up the garments. The carhop pays with a \$10 bill from his own pocket, then has the change ready no matter what amount of money he receives from the customer. This naturally speeds up service; because the carhop pays for the order with his own money he is more anxious to get the right amount from the customer and this eliminates many errors.

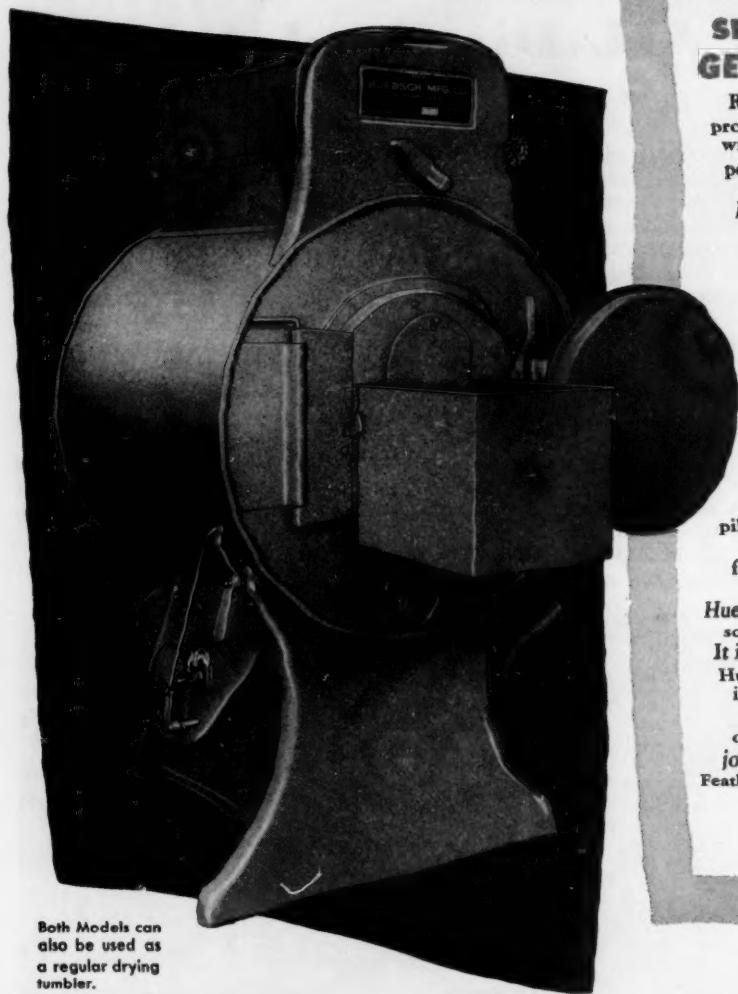
But whether the carhops are male or female customers are indeed pleased with this extra service. □□

the one thing



she can't do at home!

RENOVATE PILLOWS!



Both Models can also be used as a regular drying tumbler.

SELL OLD CUSTOMERS! GET NEW CUSTOMERS!

Renovating pillows has become big, profitable business everywhere . . . and it will pay you to investigate its wonderful possibilities. One of the few laundry services a housewife can't perform at home, *pillow renovating brings in additional business from regular customers . . . and gives you a splendid opportunity to acquire new customers!*

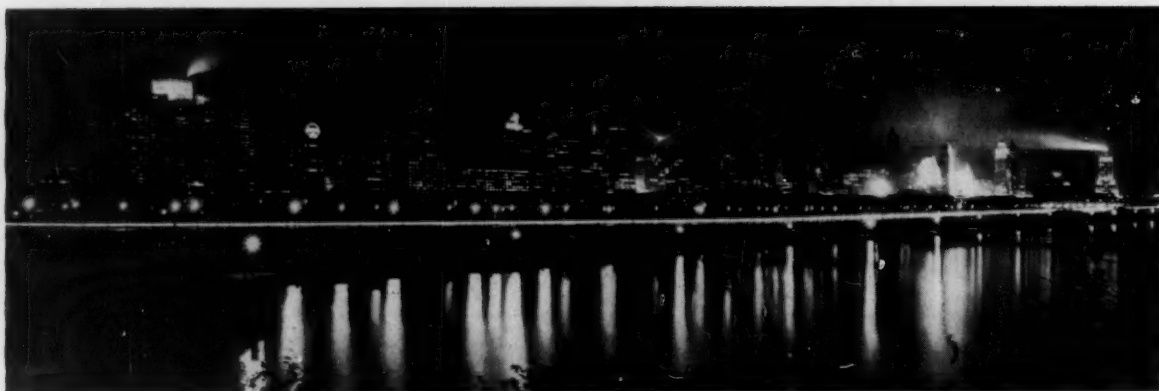
FIND OUT WHY THE HUEBSCH WAY IS THE ACCEPTED WAY

The proper way to renovate pillows (the method used by America's leading laundries) is to remove feathers and clean and revitalize them separately. This is best done in a Huebsch Feather Renovator, a machine scientifically designed for the purpose. It is a simple, easy-to-learn operation. Huebsch Feather Renovators come in two models. Both are low in original cost, and economical to operate. Ask your nearest Huebsch jobber for full details on Huebsch Feather Renovators, or write directly to

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HUEBSCH FEATHER RENOVATORS

MADE BY THE WORLD'S LARGEST MANUFACTURER OF COMMERCIAL OPEN-END DRYING TUMBLERS



The waters of Lake Michigan in foreground add their glamor to beauties of Chicago's downtown skyline by night

Chicago Hosts AIL Diamond Jubilee



"CHICAGO, Chicago's a wonderful town," proclaims a popular song. Some 12,500 convening laundrymen are expected to be able to verify the fact as one of the largest turnouts ever is forecast for the American Institute of Laundering's Seventy-fifth Anniversary Convention in the Windy City, February 26 through March 2.

One of the industry's most dynamic conventions is being planned, with interesting business meetings and fascinating exhibits. Official hotel for the five-day convention will be the Conrad Hilton in which all convention business meetings will be held. Other hotels reserving space for laundrymen are the Harrison, the Sheraton Blackstone and the Pick Congress. All are located within short walking distance of the Conrad Hilton.

The mammoth International Amphitheater, adjacent to the famous Stock Yard Inn, will house the convention exhibits. Space for the show has been sold out months in advance.

As for entertainment, AIL members will have dances, luncheons, teas, banquets, style shows, top night-club performers and sightseeing tours to make their stay more enjoyable. A get-

together party planned for Wednesday evening, February 26, will officially open the convention.

The feminine contingent will have a special program mapped out for them. This includes a tour of the Merchandise Mart and a flower arrangement demonstration, as well as special luncheons and a style show.

Two business luncheons are tentatively scheduled. One is expected to deal with wage-hour legislation while the other will be held commemorating the American Institute of Laundering's seventy-fifth anniversary.

As an added attraction to the convention, winners of the AIL's seven-

teenth annual advertising contest will be announced. A display of the winning entries will be exhibited at the meeting.

Chicago, because it is centrally located both geographically and population-wise, has become an ideal convention site, holding 33 percent more meetings than any other city. Being the world's fourth largest city, it has become the hub of major commerce and industry. The Windy City also affords tourists many interesting sights.

Hotel reservations should be mailed to the Housing Bureau, Suite 900, 134 North LaSalle Street, Chicago 2, Illinois. Make your reservations now. ☐

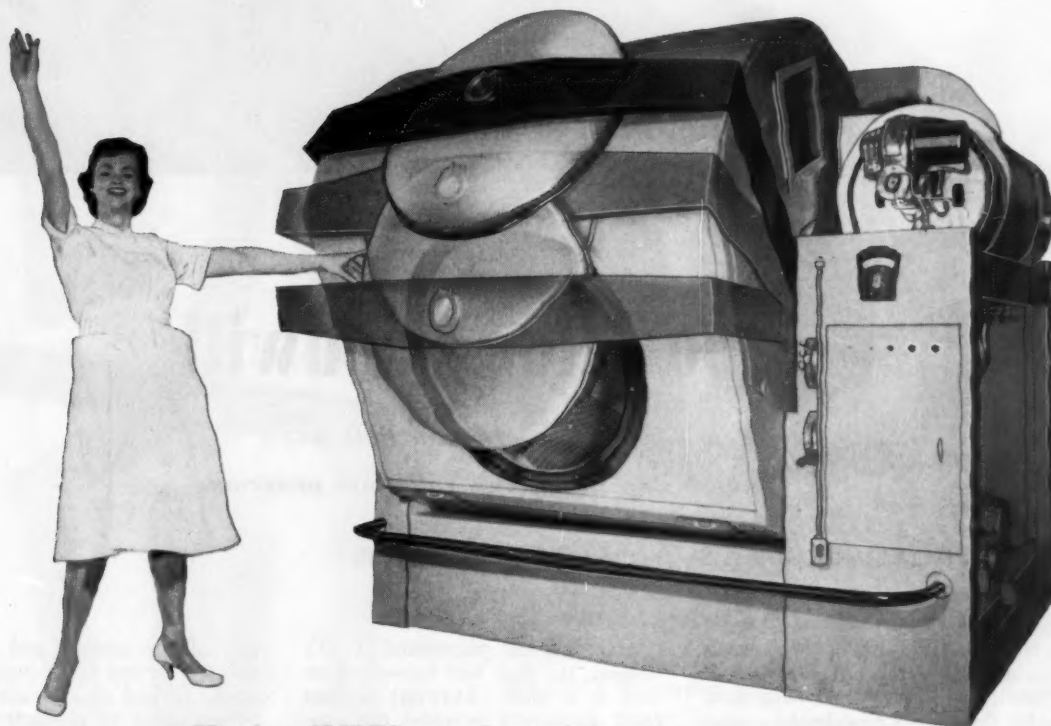


The Chicago River winds its way through towering skyscrapers of the Windy City, carrying boats that came up the Mississippi from the South

SEE! THE DOOR ON THE **NEW** SMITH GRANTHAM TUMBLER

opens up and over the machine!

(NOT OUT INTO THE AISLE)



● The door **SLIDES** up and out of the way . . .
hugs the tumbler . . . requires no aisle space at any time . . .
provides ample headroom for operator. Safer for goods, too.
Patented basket projects beyond housing so that material can't catch or
tear while being unloaded. (No open space between revolving basket
and stationary housing.)

Other exclusive Smith-Grantham advantages include
23° tilt-back basket design for overhead loading . . .
top located burner that saves 20 sq. ft. of floor space
that would otherwise be needed if burner were on floor
... lift-up sampling window . . . dual-purpose, interrupting
timer to protect starched goods and save up to 20%
in fuel costs during complete drying operations.
No other tumbler does so much for you.

Write or phone for complete information.



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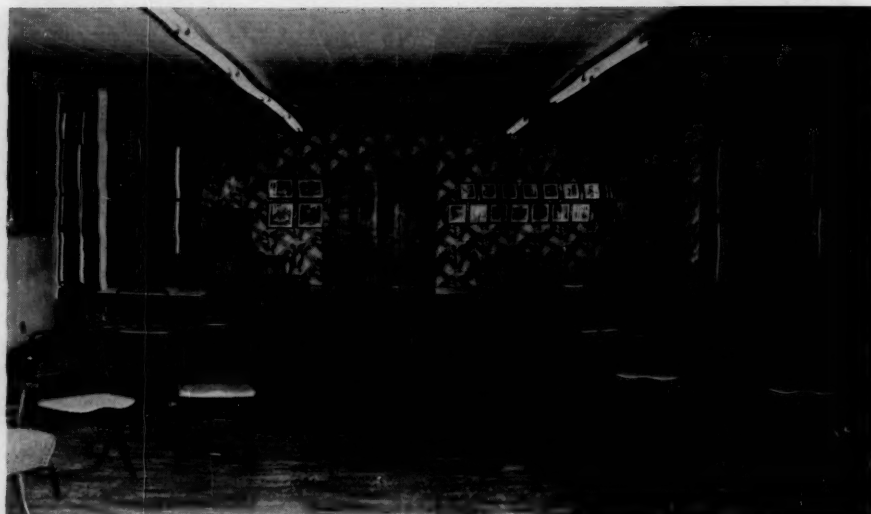
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by the Laundry Division

Since 1900, the pioneer designer and foremost
manufacturer of the world's finest mixers

AFFILIATED WITH
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A7-4023-1P

Hire a hall? White Swan Laundry employees don't have to since management converted top floor of plant to social center



Room for Goodwill

*New employee recreation hall is
latest step in human relations program*

By RICHARD VINOCUR

A SOCIAL CENTER of their own is now enjoyed by the 110 employees of White Swan Laundry, Ashland, Kentucky, thanks to a farsighted management. It occupies the entire third floor of the plant's three-story building and is available to employees both during and after regular business hours.

According to plantowner V. O. Watson, the floor had formerly been used as a small (14-room) resident hotel. As such it provided the company with an additional source of income but did nothing to enhance the appearance of the building.

White Swan was established at the

turn of the century and has since grown to be one of the leading plants in the Ashland area. Its success could be attributed to production-mindedness, but in addition to that management has learned that it is good sense to strive constantly to improve relations with its employees, its customers and the community at large. And it has done everything it can to better internal as well as external goodwill.

The physical plant is well-maintained, well-lighted and air-cooled to offer relief from the warm Kentucky summers. Moreover, management stands ready to solve employee as well as customer problems in any way possible. All this has added up to increased production, strong loyalty and more profits.

Early last year Mr. Watson saw in the third floor of the plant an opportunity to improve employee relations in yet another way. He decided to get out of the hotel business and convert the entire top floor of the building into an employee lounge and party room.

A number of contractors were called in to give estimates on the cost of breaking up the 14 small rooms and



Little Leaguers sponsored by White Swan pose for picture after tying for minor league championship at end of first season

METSO DETERGENTS

basic silicates
for all laundry
formulas



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METSO GRANULAR, sodium metasilicate pentahydrate

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THE METSO SILICATED DETERGENTS. CHECK
THE FOLLOWING LIST OF FREE BULLETINS:

Metso Granular, Whiteness
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Metso 200, Sodium Orthosilicate as a Soap Builder
Formulas for the Linen Supply Laundry
Question & Answer Data Sheets on Washroom Practice

Metso Detergents' combination of soluble silica with the proper amount of alkali removes more soil and then prevents its redeposition on the clean load. That's why plants using Metso turn out quality work consistently—high whiteness retention and low tensile strength losses as proved by test pieces.

Besides this, you'll like the real savings—Metso Detergents are speedy; they give you more soap mileage and do more work per pound.

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1160 Public Ledger Building, Philadelphia 6, Pennsylvania

9 PLANTS • DISTRIBUTORS IN OVER 65 CITIES

ASSOCIATES: Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Limited, Toronto, Canada



PQ SOLUBLE SILICATES

TRADE MARKS REG. U.S. PAT. OFF.



Family album decorates walls, traces history of plant and personnel since company's founding at turn of century

finishing off the area as one large room. When a reasonable bid came up, the remodeling got under way.

The walls were torn down, the ceiling rebuilt and the floor refinished. Once this was completed the room was furnished with drapes, modern furniture and a television set.

Over the years Mr. Watson had acquired a large collection of photographs showing plant personnel and activities dating back to the early beginnings of the business. A number of these were displayed in the call office. And the new room provided the perfect spot for the others. Since 25 percent of the employees have been with the company 10 years or more and 50 percent have more than five years service, many enjoy the opportunity of reminiscing over the White Swan "family album."

Down the hall from this large room is a kitchen equipped with refrigerator, stove and other appliances and utensils that employees may use.

The third floor was opened officially late last year with the company Christmas party. Since then the employees have made good use of the facilities to commemorate family birthdays, anniversaries and other special occasions.

All the employee has to do to reserve the hall for a party or dinner is to inform the office of the time and date. This procedure eliminates the possibility of mixups and reserves the room on a first-come, first-served basis. The employee pays nothing for the privilege. The only condition made is that the employee reserving the room is responsible for seeing that it is left

just as clean as it was before the party.

While it is difficult to measure the value of White Swan's employee hall in dollars and cents, management is satisfied that the convenience is appreciated.

Community relations

As mentioned earlier, White Swan also puts a great deal of emphasis on improving its relations with the public at large. One way in which the laundry accomplishes this is by sponsoring various athletic teams.

For the past three years, for example, the plant has sponsored a ladies' bowling team made up of prominent women of the community. The plant has several trophies to show for the team's efforts, along with publicity earned in local newspapers.

Last year the plant was approached by a representative of the Little League baseball system, which was adding a minor league in Ashland. White Swan undertook to sponsor one of the teams, consisting of youngsters from seven to ten years of age. In their first year in the league the team won a share of the championship, ending in a tie for the first place. Throughout the season White Swan received much publicity through newspaper write-ups on the action of the team. The cost of outfitting the boys ran to about \$50 and Mr. Watson believes that the money was well spent. The people of the community commented favorably on the program, which meant added prestige for the plant.

To celebrate the team's champion-

ship showing, White Swan rewarded the players and their parents with a picnic. This gesture also received much favorable comment, further cementing the plant's good relations with the community.

Plant tours

To further good public relations and laundry consumer education, plant tours are conducted from October through May of each year. White Swan has developed and refined its program so that it has now become an established event in the community.

The tours are conducted Monday, Tuesday and Wednesday from 10:00 a.m. until 2:00 p.m. The plant pays 75 cents per person to the treasury of the organization touring the plant. The visitors also receive small gifts such as booklets on garment care, zipper sticks, telephone book binders, and boxes of napkins with the White Swan trademark imprinted on them.

The book binder, says Miss Juanita Click, who serves as hostess to the visitors, is a very popular item. Having the plant's name and telephone number on it makes it especially convenient for customers to phone in for service when desired.

Miss Click takes the name of "Miss Gay" while conducting the tours. And many people who later recognize her outside the plant continue to call her Miss Gay and are very interested in continuing to talk laundry.

After the tour is completed the group adjourns to the new employee lounge hall where Miss Gay directs an informal discussion on what they saw. It's amazing how many people have the wrong idea about laundries, she says, but the tour and the pleasant surroundings dispel these misconceptions.

Last year the plant was visited by 2,458 persons representing 138 separate groups. A breakdown of the attendance shows that church groups are by far the most tour-minded. Last year they were represented by 1,250 persons. School groups brought out 598 visitors, social groups 521 and scout groups 89 parents.

The typical group will average about 17 or 18 persons; the management prefers to keep the tour somewhere under 25 persons. With too large a group the visitors don't get the full benefit of learning about laundry operations.

Since the plant also has a branch office across the state line in Ironton, Ohio, the company will even send out buses to pick up these out-of-state visitors should they request the service. All these efforts, of course, make plenty of room for goodwill. □□



CISSELL DRYERS WITH COIN METERS



*Large basket shaft in Gear Reducer, supported by Timken Bearings — 15 year life expectancy under continuous 40-hour week operation!

Consult Your Jobber

THE COIN-METER STORE, now a dynamic factor in the industry, offers round-the-clock service and many other advantages which convert more wash-at-home housewives to outside laundry serviced customers. One highly important factor in the success of coin-meter store operation is the ruggedness and attractiveness of your equipment. And, in dryers, Cissell excels in these two qualifications. Check. Compare!

Coin-meter installation on Cissell Dryers is easy. All Cissell Dryers are modern in cabinet design for side-by-side installation, easy maintenance.

LARGE VOLUME OF AIR for fast drying (The Cissell 36" x 30", recommended for coin-meter store use, moves 1350 cu. ft. of air per minute.)

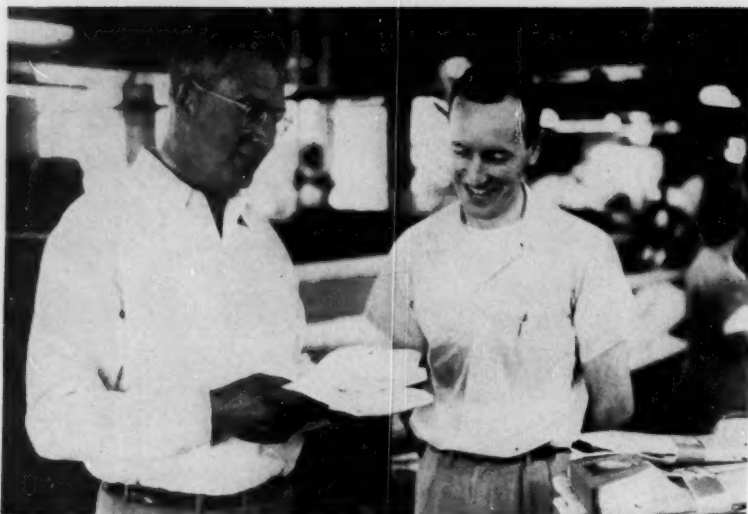
CISSELL LAUNDRY AND DRYCLEANING DRYERS AVAILABLE: 36" x 18"—20 lbs. dry weight capacity; 36" x 30"—40 lbs.; 42" x 42"—100 lbs. Double Basket "Twin" (Laundry dryer only)—each basket 15 lbs. Cissell Laundry Dryers are Gas-Fired or Steam-Heated and are available with or without coin-meters. Cissell Drycleaning Dryers are Steam-Heated only.

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CISSELL



Pleased plantowner Ken Gurney (left) and manager Don Mitchell know good shirt quality and few losses mean repeat business

One Way To Cut Claims

Vermont plant's bundle insurance plan
keeps claims down to 3/10 of 1 percent

By HENRY MOZDZER

ONE GOOD REASON why the Vermont Cleansing Company, Burlington, Vermont, keeps getting repeat business is because of its low loss experience with customer articles. Last year claims paid out amounted to approximately $\frac{3}{10}$ of 1 percent of gross sales.

Plantowner Ken Gurney attributes this, in part, to the company's policy of charging an insurance fee on each order. The customer bringing in a laundry or drycleaning bundle is charged an additional 2 to 10 cents for insurance, depending on the price of the order. The insurance scale is set up this way:

Amount of sale	Insurance charge
\$.48-1.49	\$.02
1.50-1.99	.03
2.00-2.49	.04
2.50-9.99	.05
10.00 and up	.10

The insurance money collected is put into a separate employee's kitty

to be divided up at the end of the year. When a claim occurs the management will give up to two-thirds of the original valuation and deduct the sum from the kitty. It's to the employees' own best interest, therefore, to make sure losses don't happen. And as a result no more than two or three claims are paid out each year.

The management also believes that its use of individual bundle trucks has helped to keep mixups and losses to a minimum. These trucks are used to transport all finish classifications from work station to work station keeping the entire bundle together as a unit after extraction.

Ken Gurney is, relatively speaking, a newcomer to the industry. A little more than 10 years ago he was a funeral director. Today, he has what is said by many to be one of the best laundry layouts in the Green Mountain state.

In just six years time, Mr. Gurney, starting from scratch, built up a laundry volume which today represents

one-half of the plant's volume. Approximately two-thirds of this laundry volume is in family work and the rest is commercial.

Mr. Gurney was first attracted to the opportunities offered by the drycleaning field and began business as a cleaner. Several years later, he bought out a local laundry and moved the usable equipment into his enlarged plant to put both services under one roof. As time went on, new equipment was added to offer the plant's patrons a complete line of laundry services. (The only service not offered is wetwash.)

Window action promotes services

To make sure that laundry service got the play it deserved, Mr. Gurney arranged to have the 3-girl shirt unit set in the front window of the main plant where it could be observed by passersby. Two walls of the main plant call office were filled with huge glass windows which allowed the customers to see the shirt unit as well as the six-roll ironer to the rear of the office. By opening up the plant in this manner, there could be no mistake that the plant was in the laundry business and that it was there to stay.

Today, the plant employs a total of 55 people including personnel required to tend its three routes and four stores.

Mr. Gurney finds that having laundry service brings in drycleaning and, conversely, that drycleaning helps laundry. The plant's volume is now 50 percent in each.

Customer convenience served

The customers, he feels, appreciate the convenience of getting both at one plant. They also welcome the fact that they can get regular three-day service on the routes and fast two-day service at the plant's stores. (The plant also offers a special 24-hour service on laundry and drycleaning, if they want it, for an additional charge.)

The plant prides itself on the quality of its shirts. They process 3,000 of them each week. Both business and washable sport shirts are returned on hangers unless the customer specifically requests that they be folded.

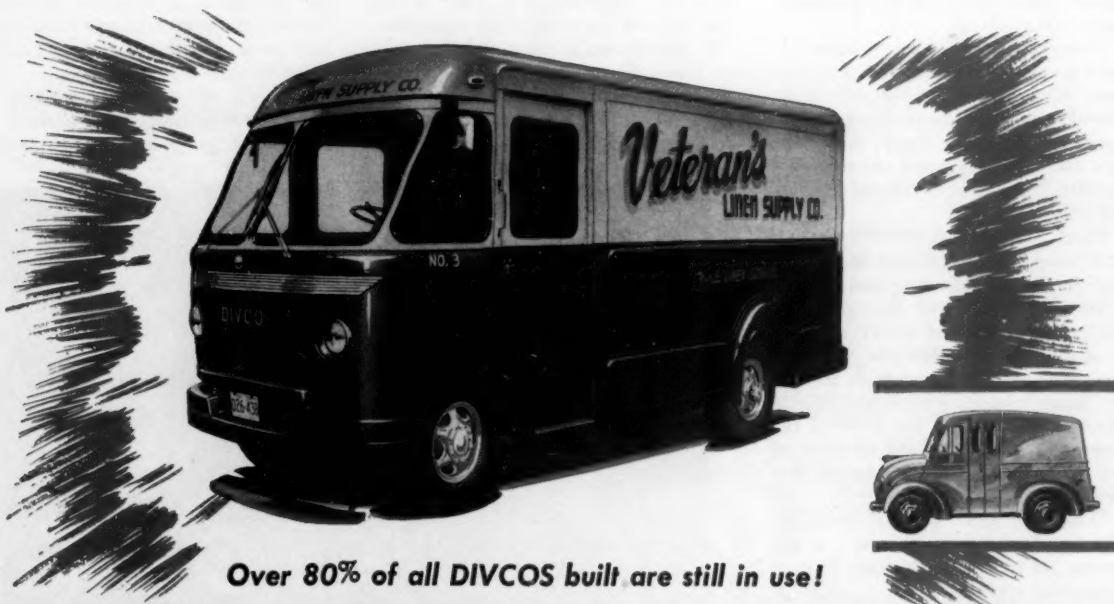
In a nutshell, convenience, quality and keeping losses to a minimum have helped this former funeral director succeed in his new undertaking. □□

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Long-Life **DIVCOS!**

Replacing worn-out delivery trucks every 5 or 6 years is a big waste of money. We deliberately build DIVCOS to provide long, economical, trouble-free service for 10-15 profitable years. If you expect to stay in business that long, you should slash fleet costs drastically by ordering Long-Life DIVCOS.



Over 80% of all DIVCOS built are still in use!

DIVCO TRUCK DIVISION — DIVCO-WAYNE CORP., DETROIT 5, MICHIGAN

New marking system has enabled this Connecticut plant to eliminate re-identification at damp-assembly stage, increase marking production



You Can't Mark Time in the Battle Against Inflation

Pembroke Laundry constantly looks for ways to reduce costs and improve efficiency

RISING COSTS make it more imperative than ever that laundry managements constantly seek out new and better ways to improve efficiency, increase production and, generally, make jobs easier.

This point stuck with us after observing some of the many changes that have taken place at the Pembroke Laundry in Bridgeport, Connecticut, since our last visit there two years ago. The plant is owned and operated by Mrs. Elsie Minty, wife of the late Bill Minty.

Plant manager Ed Monsky showed us around and mentioned in passing that the State Legislature had enacted a law which boosted the minimum wage in Connecticut to \$1 an hour as of July 1957. While the wages at the plant were high enough so that the salary schedules were not directly affected, it indicated the tenor of the times and made us think of some of the other plants we've visited that were not as cost-minded.

"You can raise prices," said Mr. Monsky, "but how high can you go? You've got to find other ways to keep productive costs down."

At our first stop, in the marking department, Mr. Monsky showed us a change in handling finished bundles

By HENRY MOZDZER

that was introduced to eliminate the need for re-identifying work at the damp-assembly stage of the operation. The plant uses a five-part ticket with a pin-and-net identification system. But now after the flatwork is pinned out, the shirts and wearing apparel are put in wire baskets and sent down

a simple roller conveyor to a marker who identifies each piece with a temporary heat-seal tab.

This change resulted in savings on net inventory; it simplified assembly because the work is handled in numerical order, and it saved the plant one girl who used to re-identify.

The old setup in the marking department had two girls working on one bundle at a time while a third

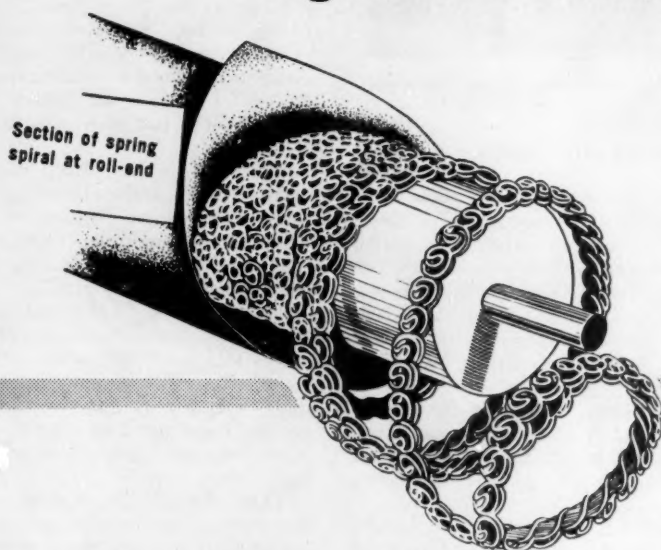


New machinery gives Pembroke Laundry increased capacity in dry cleaning department and more economy per drum of solvent

Announcing!

The ONLY steel spring cushion that can be applied to your present **STANDARD** chest type flatwork ironer rolls!

—regardless of make and size!



One continuous wrapping of Zeidler spring cushion covers the entire roll length. Patented construction. No gaps — thousands of independently-acting springs give over-all "knee action." Springs are finest quality corrosion-resistant steel.

Zeidler Spring Cushion

Hundreds of satisfied users have proved you get more years of finer quality and lower cost flatwork ironing with Zeidler spring cushions. There is no packing down as with textile padding—Zeidler cushions have indestructible resiliency. There is no need for repeated pressure adjustments. Rolls are *always* full size—top covers last 30% longer! In key laundries throughout the United States Zeidler spring cushions are giving *top* service five, even 10 years, after installation—that's *proof*, for your next re-padding, that Zeidler spring cushions will cost you *far less* in the long run!

Zeidler Spring Cushioning is available for float rolls—also for all types of laundry presses.

Contact your local jobber or write.

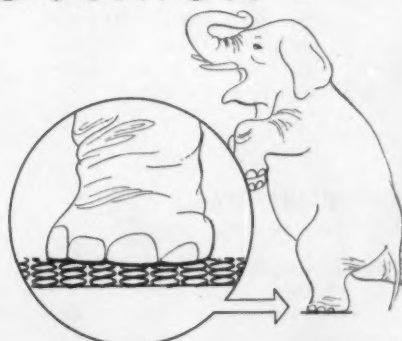
ZEIDLER MANUFACTURING CO., INC.

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EST. 1897

Specialists in Spring Padding for over 20 years

December 15, 1957



Proof of durability! One spring or a section, Zeidler quality-built spring cushion can take repeated heavy pressure without failure.

7-243

31



Call-office conveyor uses waste space to advantage and simplifies busy routine of personnel in plant's branch-store operation

girl did shirts and bachelor bundles. Now the two girls work on separate bundles while the third does everything coming through the marking department.

Under the old system, the girls used to produce a standard 125 pounds of work per operator hour. With the new system, the plant gets between 200 and 400 pounds more per eight-hour day. In a typical 40-hour week they have gone 1,286 pounds over the required standard where, ordinarily, they would have got 10,000 pounds. (Pembroke does not include the marker in its calculations.)

There's been a change in the handling of rough-dry bundles here, too. Instead of sending the work back to the customer in a tangled glob, the pieces are now returned folded and wrapped. The plant charges no more for this extra touch, but feels it's one way to compete with quick-service plants. Many customers have commented favorably on the change.

CONTINUOUS TOWELS

Continued from page 18

served by separate routes. The salesmen call every other week to refill the dispensers and to remove the soiled toweling.

Since the toweling in service stations is inclined to get grease-stained, some effort is made to keep garage towels separate from those coming from other establishments such as restaurants and beauty parlors. The continuous towels used in these latter establishments are further distinguished

Increasing perk mileage

The plant has also made some changes in equipment on the drycleaning side—a service which accounts for 20 percent of Pembroke's sales volume. Four months ago the management replaced its archaic 25-pound "hot" cleaning unit with a brand new "cold" unit that can handle 50 pounds per load.

Mr. Monsky notes that the modern equipment is easier to maintain. And that the more efficient still and filter have enabled the plant to get better perk mileage.

With this new equipment, this department has turned out close to 9,000 pounds of work per drum of perchlorethylene. By comparison, the department used to do between 4,000 and 4,500 pounds per drum with the old unit.

The companion piece to this new cleaning unit is a new reclaimer. It includes devices which enable the clean-

ing man to preset temperatures and control the speed of the cylinder. These improvements, Mr. Monsky feels, are essential in handling today's modern fabrics. Pembroke's base rate for a plain suit or dress is \$1.30.

Better store operation

Pembroke Laundry maintains two branch stores in addition to the call office at its main plant. About two years ago a 16-foot storage conveyor with a 300-garment capacity was installed at the main plant. It worked out so well that a second conveyor was installed at one of the branch outlets six months ago.

This newest conveyor is 26 feet long and can hold 600 orders. It occupies a blank wall that was formerly completely wasted. It created quite a bit of attention (particularly among mechanically inclined male patrons). But on top of that it has been a work savior for the two girls who operate this branch.

The conveyor has placed the drycleaning orders at their fingertips. And they are no longer required to hunt up and down rows of racks which took them back as far as 40 feet away from the counter.

The new conveyor also made it possible to systematize the storing of shirt orders into a 10-bin system with the location being determined by the last digit of the invoice number. The shirt packages are stored on edge to make stacks of even height seven boxes high.

These changes have helped reduce the work of the store operators who are obliged to mark shirts and drycleaning, sort and assemble the finished orders as when they come back from the plant, in addition to their primary function of serving customers.

In brief, all these changes have helped Pembroke to make better use of its personnel and facilities to keep costs down. □□

by a gold border. Where there is excessive evidence of abuse, the company will withdraw its service.

As mentioned elsewhere, the Three-Way Plan is set up for small retail establishments. In factory installations where there are a great number of people employed, tissues and soap are sold by the case and the towels are charged according to usage.

At one of the company's upstate New York plants, however, the continuous-towel charges are established on a flat-rate basis—so much per person per week. In this way the manage-

ment of the factory, school or institution knows in advance exactly what its annual washroom costs will be. It simplifies budget making.

The great advantage of the continuous cloth towel in these larger outlets lies, according to Mr. Weinstein, in reducing the cost of labor in washroom maintenance. "The big plants find," he said, "that 90 percent of the cost is in labor and 10 percent in supplies. Because you don't need a man to come in and clean up regularly, the cost of labor is reduced 30 to 40 percent when continuous towels are used." □□



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when you need it.**

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Nine depots, each fully stocked with thousands of essential parts, are the backbone of American's extensive nationwide service network. Strategically located throughout the country, these depots are geared to provide fast, emergency service wherever you may be. In the normal course of operating a laundry, the need for repair parts arises from time to time. This need not be a major problem — that is, if fast, dependable parts delivery is available nearby.

Many times, in response to emergency phone calls, parts are shipped from American depots *within the hour* by the fastest possible means. Our records show that of all the orders received for repair parts, more than 70 per cent are shipped the same day! This kind of fast service in emergencies is another important way you get more from American.

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The American Laundry Machinery Company, Cincinnati 12, Ohio



A SAGER Sheet Spreader Quickly Pays for Itself—Cuts Costs—Steps up Production

Pocock's Corner

Trouble, and more trouble, those nice contracts for doing the work of the local Hotel, Hospital and Motels. One enters into these with the feeling of having landed a won-



M. A. Pocock

derful large fish, back to the laundry with his chest OUT,—boom! It is not long before he finds that he has a wild animal by the tail and cannot let go.

Any Institutional job is a man killer, they demand SERVICE, not once a day but all day. ALWAYS short of linen—they start asking for sheets before noon, and your driver has not arrived at the plant with them. They want table linen for an extra gang the Service Club is having at lunch. Oh sure, the first few times, like a good fellow, you do it, but soon it is an everyday story. I hope you had a wonderful Sunday, for Monday is always %\$*-'()-+ and you thought you had a wonderful contract.

The Institutional Laundry Manager has it easy, he may have to worship the Housekeeper, but he pushes the goods to the elevator, no worry about a lost truck driver. He may land in an asylum before his time, however he DID know that hotels and hospitals never had enough changes of linen (called "par") to run Saturday, Sunday and one Holiday and you never thought about them agreeing to carry at least 4 par if not 5 par.

The linen supply approach to hotel, hospital and motel business is best. YOU own the goods, YOU supply the demand, YOU control production in YOUR plant. Above all, YOU can then find time to look for more business.

M. A. Pocock



Read What These Users Say

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

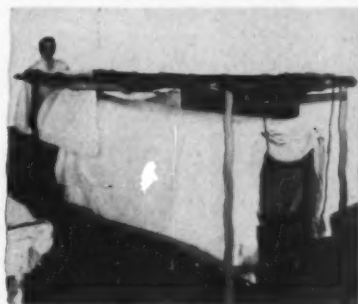
"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

Would you care to know their names ??? More Sheets—Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

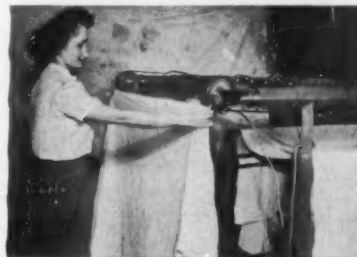
No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____

For Your Information

Only Guesswork: A recent Dunn & Bradstreet survey found that the biggest decisions in the offing for 1958 involve expansions, capital expenditures and diversifications. But how often do these decisions miss the mark? According to the survey, company presidents guessed at their margin of error and found a range of 5 percent to 40 percent. More than half of the men interviewed say that up to one-fifth of their decisions have backfired.

Improved Conditions: Wages of union workers in the laundry industry have tripled since 1937 according to the New York State Department of Labor. And the work week has been reduced from 60 hours to 40 hours. About 20,000 members of the Amalgamated Laundry Workers Joint Board now receive six to seven paid holidays, paid vacations of one week after a year and two weeks after four years. They also now receive a guaranteed weekly

wage and a comprehensive system of health, life, maternity, surgical, hospitalization and retirement benefits.

Atomic Laundry: Another peacetime use for atomic energy has been forecast by a British scientist. Dr. Henry Seligman says that atomic energy does laundry without detergents or hot water. Experiments are already under way to discover the effectiveness of "radiation launderings" of hospital bedding. Bedding and blankets can be sterilized by radiation without an appreciable rise in temperature, prolonging their life.

Peppier Meetings: Dartnell Publications recently sponsored a conference on staging meetings. From this get-together several good suggestions on holding a meeting were introduced: (1) Start with a bang since the first five minutes are the most important. (2) Stick to your schedule and be sure to develop a theme. (3) Check your

meeting facilities to make sure the physical setup is arranged the way you want it. (4) If the meeting is unusually long, prepare to have a break.

Research Undervalued: A Douglas Williams study showed small businessmen devoted 95 percent of their attention to matters of taxes, interest rates and labor, and that the small businessmen were not putting any emphasis on marketing research as a means of improving volume, employment or profits.

Office Efficiency: Record control experts claim that a housecleaning will find many inactive records cluttering up valuable office space and causing extra work. By eliminating inactive records and cutting out duplications and needless forms, much confusion can be eliminated. Paper work is supposedly transient information and should be kept moving through the organization.

More on Christmas Parties

Timely tip suggests way to check liquor problem

THE HOLIDAY SEASON has a way of bolstering spirits to the point where some people, who normally wouldn't think of drinking on the job themselves, are suddenly possessed by the desire to bring a bottle in to work with them to share with their friends and companions.

This poses a problem, the solution of which makes a fitting sequel to our last month's roundup feature on "Christmas Party Practices."

About 15 years ago Holland Laundry of Philadelphia (300 employees) gave up the idea of holding Christmas parties in favor of getting the employees home as soon as possible Christmas Eve.

The plant works Saturdays two to three weeks in advance to get ahead and closes down at noon the day before Christmas.

Like many other plants, Holland

had a problem discouraging people from bringing liquor into the plant. But six years ago it started a practice which has been effective in curbing impromptu drinking during working hours.

The last day of work every employee coming into the plant carrying any bundle, package or pocketbook is stopped at the door. The package is identified with a gift tag bearing the person's name and is put under a paper fireplace set up for this purpose. Late in the morning, the supervisor goes around with a bag and distributes the packages to their owners. The employees get a boot out of it and get the point.

The company gives every employee a box of candy (worth \$2.50 to \$5). And bonuses are given to supervisors and work leaders. The amount of the

bonus is based on the showing made in the use of materials and production during the year.

One tradition which has lasted 30 years or more is the route salesmen's Christmas breakfast. The men assemble at 7 o'clock in the morning before the holiday for coffee, cake and a little caroling. This is also the time they exchange "knockers." (A knocker is a \$1 gift having more personal meaning than value which each man gives to another whose name he's pulled out of a hat the week before.) The whole affair lasts no more than 35 to 40 minutes.

Holland discontinued the practice of using Christmas wrappings on customer's orders seven years ago. But experience has proved that there is sufficient customer demand to continue the use of gift calendars. □□

Watch your Profits **SOAR**

with... **HAMMOND'S**

30" WIZARD
EXTRACTOR

75 Lb. DYNA-MATIC
WASHER

80 Lb. OPEN-END
LAUNDRY TUMBLER

BIG 3

With the terrific percentage increase of labor, supplies, and operating costs to an all time high, the modern plant operator looks to quality, high-speed automatic equipment for his profit. The Hammond "Big 3" delivers tremendous production, speed, and precision automatic controls

that require less labor and time. Rugged stainless steel construction, oversize, open-end glass ports and uniform capacities deliver an amazing profit making combination. See your nearest Hammond dealer or write direct to the factory for more immediate information.

HAMMOND

LAUNDRY - CLEANING
MACHINERY COMPANY

HAMMOND BUILDING WACO, TEXAS

Please send all available information about
HAMMOND AUTOMATIC LAUNDRY EQUIPMENT

NAME _____

FIRM _____

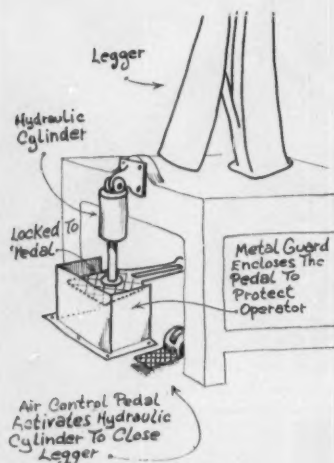
ADDRESS _____

CITY _____ ZONE _____ STATE _____

Rhapsody in Bellew

GOT MY FIRST GLIMPSE of the great Northwest. Yessir, I might say I logged a lot of miles up there in the lumber country—but I won't.

Spent two weeks following the Oregon Drycleaning Convention in Pendleton, visiting plants from Seattle down to the California border. Met lots of good launderers, and like a squirrel I laid in almost a winter's supply of gadgets for coming issues.

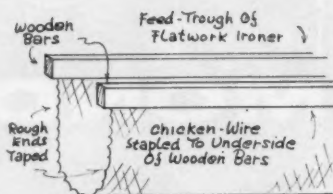


Hydraulic Control for Legger

For instance, at Eugene Laundry & Cleaners, Al Anderson's son Eddy showed me how they cut down employee turnover on their wash-pants leggers. Seems they had a lot of trouble keeping girls on these machines due to the effort it took to work the foot-pedal controls for closing the forms before putting the pants on and taking them off. The girl had to raise her foot about 8 inches each time on to the pedal and then hold the pedal down all during this operation.

The solution was simple. They had the maintenance man bolt a bracket on the base to hold a hydraulic cylinder, and secured the end of the piston to the operating pedal. A small air-control pedal was placed more conveniently for the operator. Air now activates the process of closing the forms.

As a safety measure, a sturdy metal guard is placed around each of the hydraulically operated foot pedals. Labor turnover on these units is now no problem.



Chicken-Wired Trough

Had the pleasure of meeting Archie Peterson and Worth Downer at their Domestic Laundry & Drycleaners in Eugene, Oregon. They have substituted chicken wire for the conventional canvas on the feed troughs of their ironers, and whipped a serious problem.

According to Archie, their commercial work includes about every type from barber towels to food-processing accounts and motels. Their problem was to eliminate the danger of getting the hair from barber towels into a following run of items from the food-processing accounts. Hair in foodstuffs is considered hardly cricket, old boy, by health authorities.

A 36-inch-wide strip of chicken wire was found an ideal substitute for the regular canvas of the feed trough. The finished sides of the wire are stapled to the underside of the crossbars, and the cut ends of the wire are wrapped with tape to prevent snagging work.

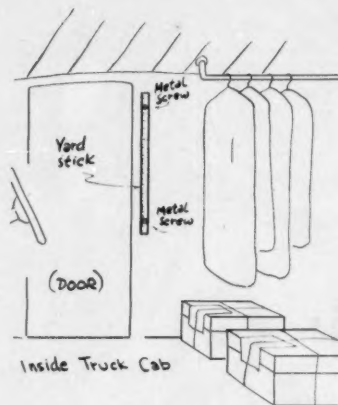
The idea has been in use for over three years, and the same wire is still being used with no sign of wear and never a complaint from the commercial accounts. The wire also permits dust and lint to fall through.

Warning Whistle

Superintendent Emile Crumly at Whittier Laundry was telling me about an old habit of the employees of getting ready for the quitting whistle about seven minutes early each day. He finally decided to give them notice of the approaching quitting time by sounding two toots on the whistle. This he does now at two minutes to the hour, and it's worked wonderfully. Does the same thing two minutes before starting time, too, although he says they've always been at their stations on time to start working . . . it's only been near quitting

time that they got into the habit of anticipating the whistle.

At any rate, Emile seems to have gotten an extra 10 minutes a day (noon and night) of production from each employee with the simple expedient of a two-minute-to-the-hour warning whistle.



Skirt Pricing on Trucks

Scott Johnson's White House Laundry & Dry Cleaners in Pasadena, California, has always been a source of gimmicks for this column. This time I went outside the plant and got some ideas from the route salesman's trucks. This one has to do with a more consistent pricing method on skirts.

Present-day styles in skirts have caused a little confusion in the matter of pricing at time of pickup. At White House the price of a plain skirt is 75 cents, if it's not more than 36 inches. Since many circular skirts have as much as 4 yards of material, it is easy to see a route salesman might have a variety of ideas as to price on the same dress from time to time, if he relied on guesswork. Price is now determined by the amount of material.

Each of the White House trucks is now equipped with a yardstick, mounted vertically on the inside of the cab. These yardsticks are held with sheet-metal screws to the metal body framework just inside the right side door of each truck.

Prices never vary now on either skirts or underskirts, unless of course there is a mistake as to the type of material. Even the call-office counters at the plant have been outfitted with yardsticks for this purpose, with gratifying results.

**quality control
goes UP...
costs go DOWN
...when you use
BOTH Keever products
in the washroom**

Better finished work . . . bigger profits.
That's the "one-two" punch you get with
Satinette and Ultra-Lite.

No need to change your washing formula
either, yet volume increases and you save
thousands of gallons of water. Want to
know how much?

**a check-chart analysis by
your Keever sales-service man
can tell you in 10 minutes
exactly what you save**



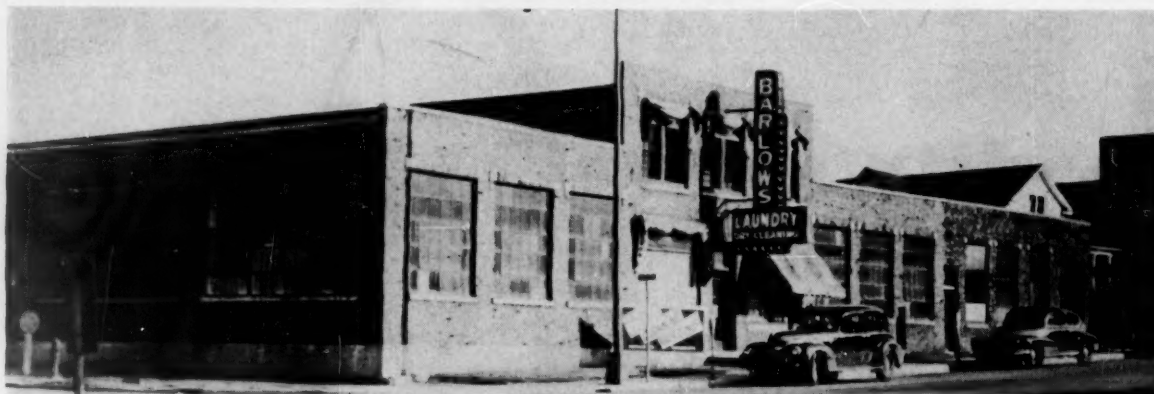
SATINETTE —A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

ULTRA-LITE —Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.



THE KEEVER STARCH CO., Columbus 15, Ohio
Corn, Wheat and Other Grain Products for Industry Since 1898

Which Would You Patronize?



THIS

Before modernization, the Barlow Laundry & Dry Cleaners plant in St. Joseph, Michigan, was long out of date. The dull, faded exterior of the building, constructed in 1929, acted as a sales barrier



OR THIS . .

After remodeling in 1955, structure bears scant resemblance to old building. Its new front plus interior improvements have proven to be excellent attention-getters. Sales are up over 100 percent

Photos courtesy Kawneer Co., Niles, Michigan

How Face Lifting Doubled Sales

Laundry's exterior modernization sparks new customer interest

EXTERIOR FACE LIFTING of the Barlow Laundry & Dry Cleaners plant in St. Joseph, Michigan, has helped to more than double sales for this firm in a two-year period. Six months after completing a comprehensive modernization program late in 1955, reports John P. Barlow, one of three brother partners operating the business, sales rose by 50 percent. Twelve months after that sales were up by 85 per-

cent. Currently, the plant's volume is running over 100 percent above two years ago.

The main reason underlying this success story, according to Mr. Barlow, is the fact that extensive modernization has focused the attention of the community upon his firm. "Where a choice exists," he says, "we have found that most people will patronize the business that looks the best on the out-

side. Of course, we back up our 'selling' front by giving good service through good production practices."

Built in 1929, the old plant—a square, faded red brick structure—was an outdated, uninteresting building in 1954, when the Barlows first gave thought to modernizing. According to Mr. Barlow, he and his brothers decided to modernize for three reasons:

Continued on page 44



the best bleach costs you less!

When you figure the cost of a second-rate bleach in the light of poor results, dissatisfied customers, and loss of important return business, you'll find you're spending much more, time after time. That's why you can afford to use only the best bleach on the market, New Ad-Dri!

For top savings all along the line, let's look at New Ad-Dri from every angle. You save hours of time previously wasted in mixing up "do-it-yourself" preparations—New Ad-Dri arrives ready for action. You get direct money savings because there's no spillage or

breakage with New Ad-Dri—it's added directly to the bleach suds. And with New Ad-Dri, you have a product whose bleaching power is right on the mark every time . . . that turns out load after load with maximum whiteness retention and minimum tensile strength loss.

You'll see the difference after only one wash. To insure the *right* bleach . . . in the *right* amount . . . in the *right* strength every time—order New Ad-Dri Bleach from your laundry supply house or contact us directly.

Packed in 100-lb. Leverpak drums, New Ad-Dri Bleach . . .



- is added dry to the bleach suds
 - is added dry—right from the drum
 - is easily measured out in the handy Dri-Ador cup
- and that's all there is to it!

Ad-Dri® is a trademark



OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

Diamond Ortholate brings back bigger bundles

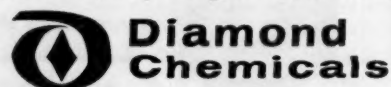


When a lady unfurls clean-smelling, white-as-new sheets—fresh from your laundry—she's apt to promise herself that next week's bundle will be bigger.

ORTHOLATE helps you plant this pleasant, profitable thought. DIAMOND makes soap-saving ORTHOLATE by fusing orthosilicate with complex phosphate into an integral, dustless flake. The combination lifts whiteness retention and digs out hard-to-get soil. Fabrics live longer, too.

Customers want to come back for work like ORTHOLATE turns out. Phone your nearby DIAMOND distributor for a free test. No obligation. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, O.

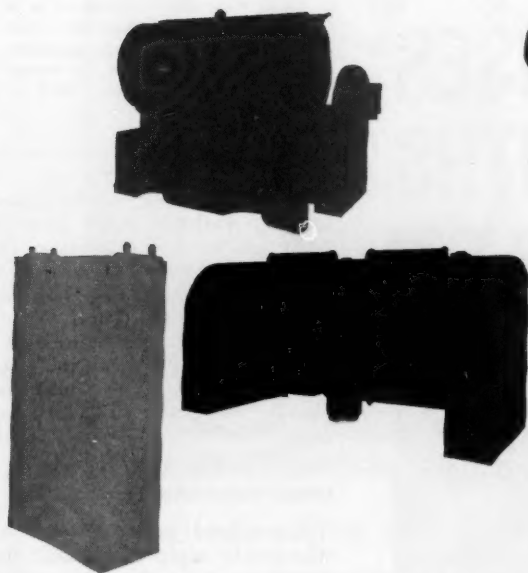
Diamond Laundry Detergents • Sours • Blues



STARCHROOM LAUNDRY JOURNAL

when you count
the cost of
corrosion

STAINLESS STEEL WASHERS COST LESS

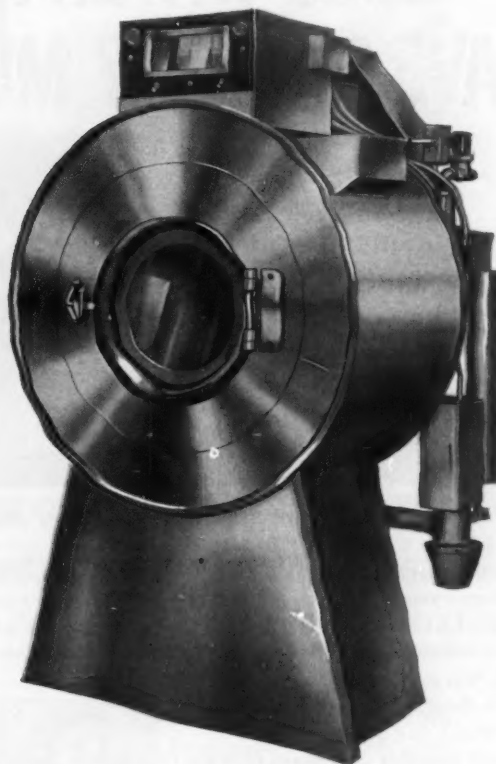


Corrosion in your washer makes rough spots which snag clothes, harbor dirt and stain a clean wash.

Washers made of Crucible stainless stay smooth and polished through years of exposure to detergents and harsh cleaning chemicals. They even resist the corrosive action of bleaches and fluoride sour. Furthermore, they flush clean quickly and easily because the smooth surface of Crucible stainless prevents adhesion.

The corrosion resistance of Crucible stainless makes it your best choice for many parts of the washer: cylinder, frame and shell . . . as well as for any other equipment that comes in contact with the wash.

Find out how Crucible stainless steel can reduce the cost



of your laundry equipment. Write for a free copy of "Making the Most of Stainless Steels in the Laundry Industry". Address *Crucible Steel Company of America, The Oliver Building, Mellon Square, Pittsburgh 22, Pa.*

CRUCIBLE

first name in special purpose steels .

Crucible Steel Company of America

Canadian Distributor — Railway & Power Engineering Corp., Ltd.

Continued from page 40

1. To stop their customers from switching to better, more progress-looking laundries.

2. To attract new volume to the plant store as well as to improve route sales.

3. To provide more parking space for drive-in customers.

The Barlows replanned their interior layout so that it would be feasible to raze a 40-by-45-foot corner of the old building and convert this space into a parking area. Next, from their

local store-front contractor, they received ideas on transforming the existing front into an eye-catching, sales-producing exterior.

Mr. Barlow declares that he cannot overestimate the value of an eye-appealing exterior. It is especially important for his business, he feels, because the plant is located on a busy corner that is passed daily by nearly 80 percent of the surrounding population. And these people, he claims, form their initial opinion of Barlow Laundry & Dry Cleaners from the appearance of the plant.

The new store front, framed by

Downtown communities have lost billions of dollars in profits and real estate values over the past 10 years through continuing decay of main-street shopping districts. The seriousness of this problem was pinpointed in a recent six-year Census Bureau study of 35 downtown shopping districts. Whereas total U. S. retail sales rose by 32 percent, main-street stores in these typical communities gained only 1.4 percent. In other words, they just managed to stand still.

Laundry plants and call offices on or near our nation's main streets face the same problem. Whether a businessman sells merchandise or service, he is rated by his potential customers in exact proportion to the appearance of his establishment. How the management of at least one main-street laundry overcame this problem with resounding success is the theme of the accompanying story. It's good food for thought.

COLD WATER RINSES SAVE \$300 IN 7 MONTHS

General wash-room of
Stoughton
Laundry,
Stoughton,
Mass.



More than 200 laundries now are using new LEVER COMBO . . . because it permits more cold water rinsing. Here's a sure way you can save money on fuel.

With LEVER COMBO you can use cold water rinses on all classes of white work. You get down to tap water titration in three rinses. And fugitives and fine fabrics fare equally well.

You'll probably save money on water too. LEVER COMBO makes it practical to shorten formulas—to a total of seven operations, start to sour.

Along with the fuel and water savings possible in nearly every case, LEVER COMBO turns out whites and colors bright as you've ever seen . . . and no matter how set the dirt, LEVER COMBO gives you the cleanest wash possible.

Are shirts and family bundles, or hotel and hospital flatwork important in your set-up? Then let the Lever man show you how much fuel money you save by using LEVER COMBO with cold water rinses.



A regular user of LEVER COMBO in the Stoughton Laundry, owner Dick Owers says he has been able to effect a substantial saving in fuel and water costs and still maintain top quality in shirt work and family washing.

**LEVER BROTHERS
COMPANY**

390 Park Avenue, New York 22, N. Y.

yellow norman brick, was set at an interesting 45-degree angle from the street line to attract attention from the drive-in area as well as from the sidewalk. An attention-getting marquee of aluminum—6 feet wide by 60 feet in length—was installed to assure customer protection from inclement weather and to help maintain a pleasing, nonglare working environment.

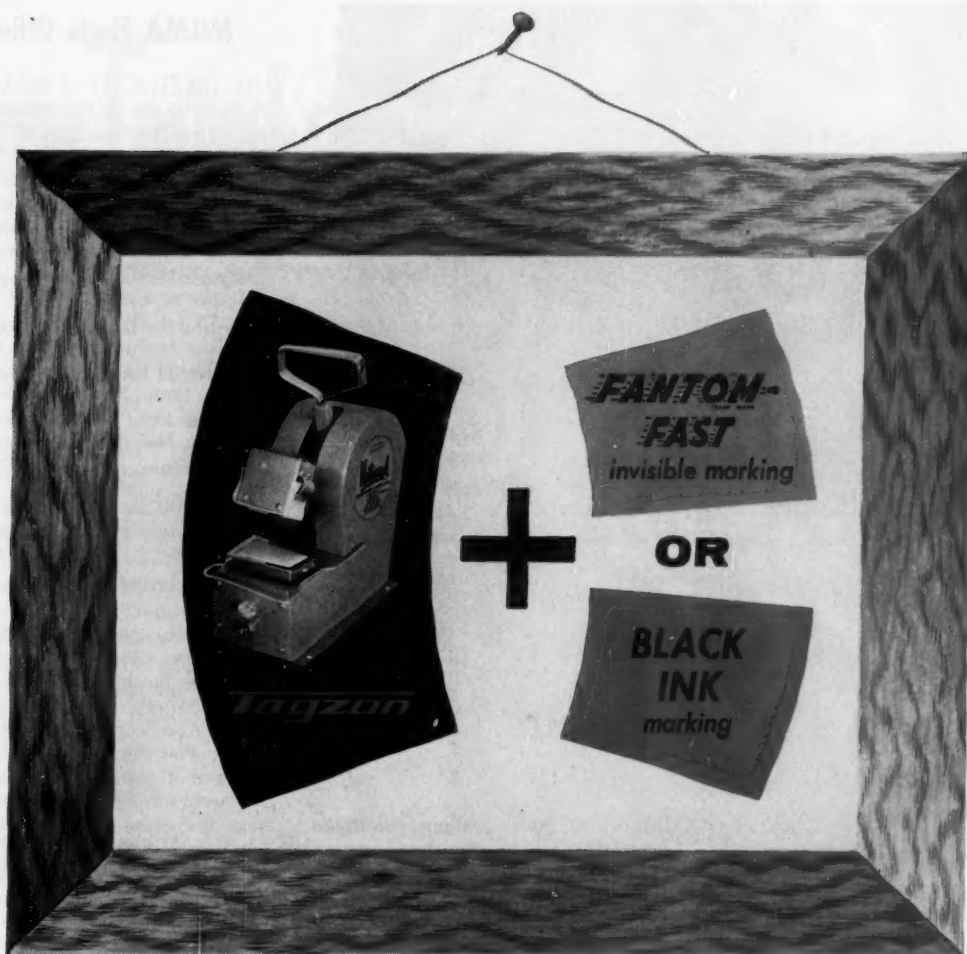
Interior refurbished, too

The interior atmosphere was also enhanced by improved illumination resulting from new luminous ceilings. In addition, new furnishings and modern fixtures made the plant a brighter, more pleasant place in which to work. As a result, all of the company's 85 employees receive more enjoyment from their working surroundings.

The new store front cost \$3,300—less than one dollar a day based on a projected minimum effective life of 10 years. Parking space construction and interior improvements ran an additional \$8,700. To pay for this, the Barlows readily arranged a loan with their local bank. They expect to repay the loan out of additional profits within a short time.

"Results from our modernization program have been much better than we originally hoped for," Mr. Barlow states. "The transformation was unbelievable. Our renovated plant became our most effective, yet most inexpensive, sales booster. It has become a conversation piece that is still talked about."

Who can argue with success? ☐ ☐



completes the permanent identification picture!

With new *Tagzon* you can now mark synthetics, dark fabrics, patterns!

Whether you use Fantom-Fast invisible marking or black ink, many pieces (such as synthetics, dark fabrics, patterned fabrics) are *not* identifiable with either method. Yet efficient operation demands that *all* pieces be permanently identified. National's Tagzon now makes this possible with hard-to-mark pieces.

Here's how Tagzon works: Piece to be identified is placed over platen of Tagzon machine. Small pre-cut thermoplastic-backed Tagzon tag

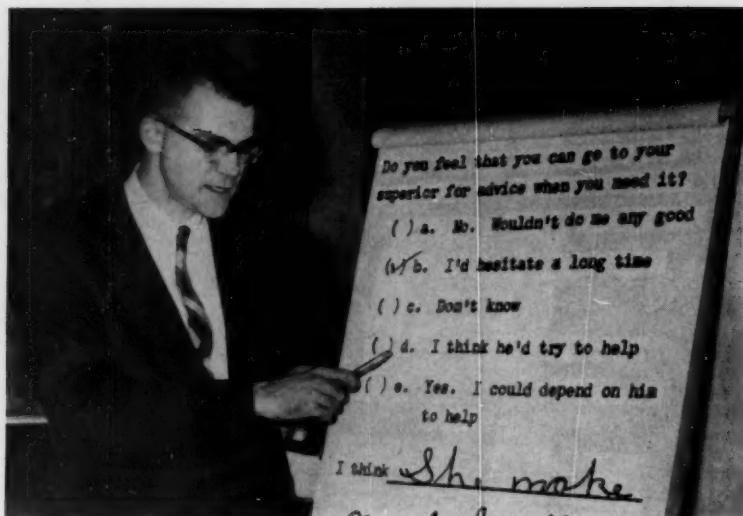
is laid on top of piece and permanently attached under controlled heat and pressure. Machine releases automatically after tag is attached. Then tag is marked in usual manner . . . with either Fantom-Fast invisible or black-ink method.

Tests have proven Tagzon much faster than flagging hard-to-mark pieces with pinned or stapled flags. Economical too, for Tagzon avoids wasting valuable employee-time attaching and removing flags every time piece is laundered!

Find out how Tagzon can help you! Write today for full details.

THE *National* MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, OHIO

"National Marking Machines and Conveyors are preferred by better plants the world over!"



Speaker King Whitney Jr. points out one phase of psychological testing to the Metropolitan Young Laundry Executives

YOUNG EXECUTIVES MEET:

Learn of Psychological Testing

EMPLOYEE ATTITUDE and other psychological surveys were discussed at the September dinner meeting at Cavanagh's Restaurant in New York as the Metropolitan Young Laundry Executives opened their 1957-58 sessions.

Featured speaker at the initial session was King Whitney, Jr., executive director of Personnel Laboratory. Mr. Whitney spoke to the group on the value of employee morale surveys as a tool of management to help aid evaluation of employees.

Along with employee morale surveys are two other psychological tests, one on a supervisory level to determine promotions and the other on a recruiting basis to test for qualifications of new applicants.

All three types of tests should be used as an aid to management, rather than a crutch, stressed Mr. Whitney. The morale surveys are very helpful, not only to discover complaints otherwise not registered by the employee, but also to give the employee a chance to be recognized by having an outlet to express their opinions. Mr. Whitney stated that employees are very sincere about this type of survey and never has he seen a questionnaire treated lightly.

The speaker also explained that in most cases pay was used as a complaint, when psychological studies proved the real gripe was more deep-

seated in poor working conditions, long hours or an unpopular supervisor. To put up with these shortcomings the employee sought higher pay.

In testing applicants for a job, Mr. Whitney pointed out that eight out of ten employees hired through psychological testing proved satisfactory. Without the testing only five or six

MANAGEMENT CONSULTANT Philip Lewis, staff member of the New Jersey Laundry and Cleaning Institute, told the Metropolitan Young Laundry Executives that "automation thrives best where there is competition." And assured them that "progress has to come from our own plants."

The scene was the MYLE group's November dinner meeting at Cavanagh's Restaurant, New York City.

Mr. Lewis discussed some of the broad implications of automation—namely, higher wages, shorter hours and better products—and then sought to illustrate how the principles of automation could be applied to the laundry industry specifically.

First, Mr. Lewis defined automation

MILMA Elects Officers

THE HIGHLIGHT of the November meeting of the Metropolitan Institutional Laundry Managers of New York was a tour of the Colgate-Palmolive Co. plant in Jersey City, New Jersey.

Members of MILMA were shown the latest type of equipment used in making soap and allied products. A demonstration of modern packaging and use of conveyors was also witnessed by the laundry managers.

At the business meeting the members elected their new officers for the coming term. Frank Jacobson is the new president of the association; Christine Murino, vice-president; Ruben R. Braun, treasurer, and Bernard W. Schon, secretary. □□

new employees lived up to expectations.

Also discussed at the September meeting was the problem of chlorine-retentive finishes. The group formulated several suggestions to submit to the American Institute of Laundering so that the Institute may be able to combat some of the trouble.

Questions were raised as to what was the cause of the poor launderability of such fabrics. The group noted that the problem seemed to be localized in areas that have soft water. Excessive bleach seemed to be offset in areas using hard water because of higher alkalinity in the water.

President Bill Hempel presided over the meeting.—Richard Vinocur

Urged To Automate

as "an extension of mechanization and the substitution of mechanical, pneumatic and electrical devices for human organs of decision." He pointed out that we have had many of these devices in use for many years but that we have not tied them together into a continuous-flow operation.

He believes that our best prospects for automation lie in adopting new methods to bring laundry to and from work stations. And that certain bulk operations, such as washing, extracting and tumbling, also lend themselves to automation possibilities.

The next meeting, scheduled for December 17, will be devoted to a panel on shirt quality and finishing.

—Henry Mozdzer

Time Tested and **PROVED !**

Over thirty-five years of specialization in ironer construction assure you of satisfaction with Chicago Flatwork Ironers. They embody the latest engineering and design features to produce high quality flatwork with low operating costs. Their modern streamlined design and simplicity of construction assure you of minimum maintenance costs.

Gas Heated Flatwork Ironers are available with 11", 16" or 24" diameter heated roll, 60" to 120" lengths. There are more Chicago Gas Heated Flatwork Ironers than any other brand in quick service laundries, hospitals and institutions. Asbestos padding and asbestos return ribbons are standard equipment on all gas heated ironers to reduce operating costs.



GA11 Gas Heated IRONER

Steam Heated Flatwork Ironers are available with 11", 16" or 24" diameter heated roll, 60" to 120" lengths. Chicago Steam Heated Ironers are ideal for institutions, quick service and drive-in plants, and hospitals. No other steam heated ironers of comparable size have their modern design and simplicity of construction. Asbestos return ribbons are standard equipment on all steam heated models to reduce operating costs.



SA16 Steam Heated IRONER

Contact your jobber or write for literature today.

CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS



NOW!

SERVICE

with a capital S

... on your

HOFFMAN equipment

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

From Nicholson you'll get

NEW equipment design and performance

NEW prompt maintenance service

NEW fast parts service

. . . all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

A satisfied customer is our first interest

N

ICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices — 12 Oregon Street, Wilkes-Barre, Pa.

Gulf States Meeting Scores

MANAGEMENT KNOW-HOW was passed on to over 200 delegates attending the first annual regional meeting sponsored by the New Orleans Laundry and Cleaners Association. The two-day session was held at the Hotel Monteleone in New Orleans on November 9 and 10.

And who passed on this know-how? None other than the industry's top speakers, including Dr. Dorothy Lyle, C. B. Kasson, John A. Ireland and Victor Oakley, to name a few. Thanks to the excellence of the program, cleaners gathered from Louisiana, Mississippi, Florida, Alabama, Texas and Tennessee.

Diversified program

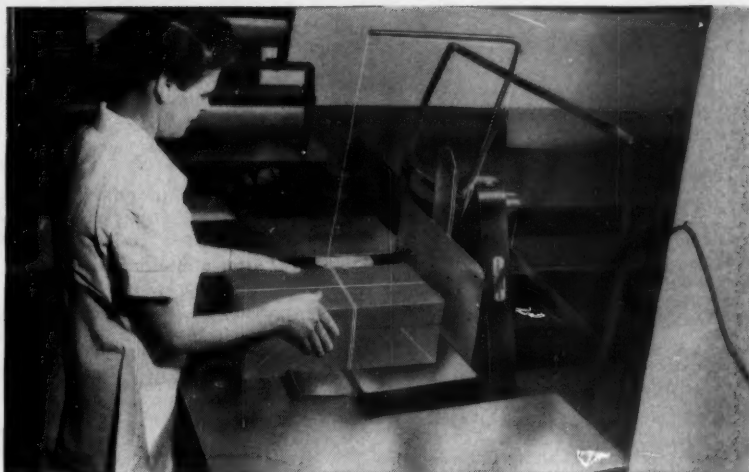
George G. Taddei introduced the new consumer film produced by his company, The Dow Chemical Company, which is now available to all interested drycleaners. His presentation was followed by an industry forecast by Art Schuelke, editor of the NATIONAL CLEANER & DYER. He predicted a boom year for those cleaners who concentrate on quality, aggressive advertising as well as route selling and charge-account business.

Norvin Pellerin, president of Pellerin Milnor Corporation, talked on automation. He said that the amount of mechanization or automation is dictated by the plantowners; that the manufacturers supply what the market demands. He stressed the need for proper preventive maintenance. Today's more complex equipment requires closer care, he stated.

The first afternoon's session was headed by Dr. Dorothy Lyle of the National Institute of Drycleaning. She apprized the audience of the new fabrics that will hit the market this season. The sample fabrics she brought along helped the group to a better understanding of what is to come.

Jack Ireland of Caled Products Company then stressed the importance of good cleaning and packaging. He, too, had samples to dramatize his presentation.

Next on the program was Foster Lee of the American Institute of Laundering. He gave a report on the Institute's activity on research. It has engaged a university to carry on the



"TIES 3,700,000 bundles at minimum cost"

says Duane Lawrence, Manager,
Portland Laundry & Dry Cleaners

"Sixteen years of continuous service, tying approximately 4,500 bundles per week . . . and operated by many people . . . have proved to me that the Bunn Tying Machine is sturdy and reliable. Maintenance and operating costs, as well as down time, are at a minimum.

"I like the Bunn Machine," continues Mr. Lawrence, who heads this Portland, Oregon firm, "because it is flexible. By making a larger table on the same stand and frame we are able to wrap our bundles by rolling them on the larger table. Then, with a touch of the treadle, it is just a moment before the bundle is neatly and tightly tied.

"I would never hesitate to recommend Bunn Tying Machines when it comes to making tying a simple operation," says Mr. Lawrence.

The versatility and speed of Bunn Package Tying Machines is acclaimed by laundry operators everywhere. Whether the machine is used to tie towelling, shirt boxes, flatwork or bachelor bundles . . . all are tied in 1½ seconds or less. The twine tie is never too tight, never too loose . . . and the slip-proof knot can't come undone.

BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. SL-127 Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

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- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Foster Lee brings the audience up to date on what the AIL is doing in the way of research for the industry

project, to get a fresh view from the outside on the industry's needs.

Dr. Howard Wissner of Tulane University then talked about labor relations, including a forecast of what lies ahead between management and labor.

The program committee wisely held back two outstanding speakers for the next day's program to insure good attendance. After a film presentation, C. B. Kasson, vice-president of R. R. Street & Co. Inc., discussed selling techniques for cleaners when dealing with Mrs. Housewife. He cited many examples of public relations activities

of cleaners all over the United States.

Victor Oakley of the Sta-Nu Corporation closed the program with a lively talk on management responsibilities. Included in these were the careful handling of the customer's garments in her presence and the need for tight quality control. He likened the plant inspector to a baseball umpire. The latter must be strictly impartial, favoring neither team. So must the inspector be impartial, and not permit poor work to go through her department just to please the plant-owner who demands that the work go out in any condition. □□

Remember When? . . .

50 YEARS AGO . . . STARCHROOM LAUNDRY JOURNAL advocated the use of automobiles for home delivery . . . The Sinclair Laundry Machinery Co. advertised its Newark, "the only bosom ironer with negligee attachment manufactured upon which any shirt, no matter what kind, is drawn over the board, clamped, stretched and both sides ironed at one time" . . . STARCHROOM announced that it had purchased a new building to increase the publication's space in Cincinnati . . . The latest sanitary metal washroom trucks were guaranteed for \$15 . . . Three laundries of Adrian, Michigan, sent notices to their patrons that beginning with November first all work would be C.O.D.

A Mr. Wheeler spoke at the Detroit Laundrymen's Club and told how he got 15 cents for shirts with plaited bosoms and cuffs attached . . . Ventilation was a problem of management, but one owner said he made up a \$6,000 cost through decreased absenteeism through illness . . . a steady, healthy, pure, brilliant light rather than a smoky oil lamp or a flickering gas jet was no longer a luxury . . . The menu of the New Orleans Laundrymen's Club was printed on the bosom of a miniature shirt which was laundered in the best style . . . Plants charged 1 cent to launder handkerchiefs, towels and napkins, while tablecloths and bed sheets were 3 cents. Bedspreads were a high-priced item at 5 cents . . . Pound work averaged 5 cents a pound . . . The Auburn Wagon and Buggy Works advertised its Motor Buggy at \$250. . . .

25 YEARS AGO . . . Quality was the keynote of the international convention held at Toronto . . . The Canadians played host to both American and British laundrymen . . . How to make a profit on reduced volume was a big question in the

minds of depression-hit laundryowners . . . The Laundryowners' National Association saved the laundry industry about \$100,000 per year by securing favorable decisions on the Electrical Energy Tax . . . STARCHROOM advertised inexpensive Christmas cards for the laundry . . . One speaker at the LNA convention said, "If we are to meet the competition of home washing, home ironing, washwoman and the loss of earning power of the buying public, as well as cheap competition, we must get our house in order if we wish to go on" . . . Delivery trucks could be operated on less than 5½ cents a mile . . . A survey showed that one-third of all laundry customers quit because they were doing their wash at home; one-fifth left because of price . . . W. H. Laurence was reelected president of the LNA . . . A question uppermost in laundryowners' minds was how far can the merchants

and manufacturers of fabrics and garments cooperate with the laundry. . . .

10 YEARS AGO . . . AIL held "push-button" convention . . . 11,000 members attended . . . Survey conducted by the Psychological Corporation of America and sponsored by the AIL found customer opinion low because of poor quality . . . The survey also determined 7,350,000 former laundry customers no longer used the services of any laundry . . . The Taft-Hartley Bill was the main topic of conversation at many conventions . . . With a budget of \$25,000 for advertising, STARCHROOM recommended spending \$10,000 for newspaper and \$5,000 each for direct mail, radio and bundle insert-circular combinations. . . .

Laundry cost and production took the spotlight at the MacIntosh organization meeting . . . Laundry Business Trends showed increases in New England averaging 17 percent over the previous year . . . A spotting gun that brought steam and moisture through separate lines and mixed them created a sensation.



"Now, Floyd, you're an intelligent man. It would be your ninth raise this year."

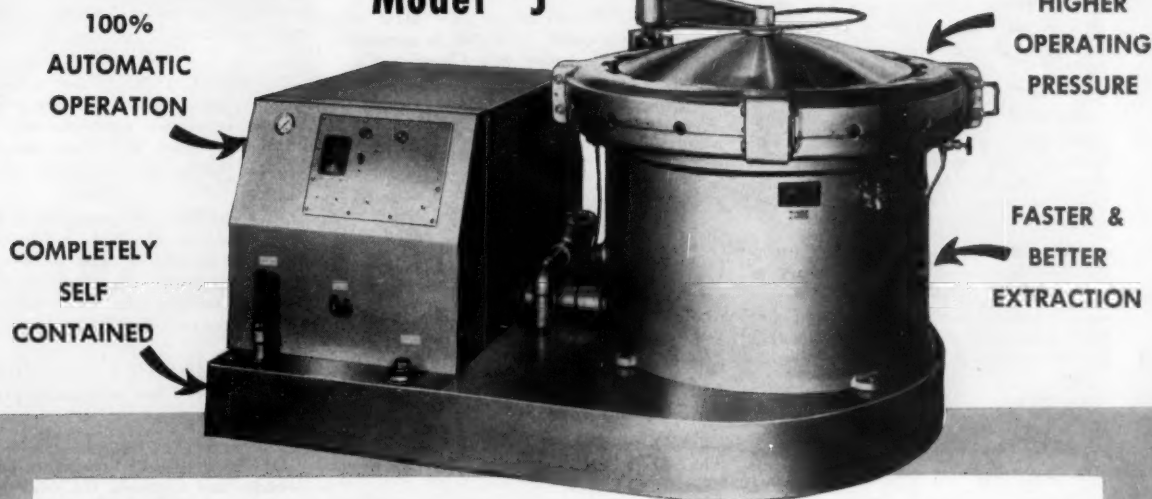


SANDY SAYS...

**For real BIG Savings
Nothing Equals this**

HYDRAXTOR ★

Model "J"



★ **This NEW Method of Extraction
Outperforms Any Centrifugal Type**

Pays for itself! Higher production... Lower initial cost...
Lowest labor costs... Lowest power and operation costs
... Save on water... Save on linens... No foundations or
bolting... Vibrationless, Noiseless.

The **HYDRAXTOR**
Company

WRITE, WIRE OR PHONE FOR INFORMATION

• 3500 TOUHY AVE., CHICAGO 45, ILL.

EXTRACT WATER WITH WATER

Laundry News Notes



ST. JOSEPH, MO.—Pearl Nu-Way Laundry has added a storage vault.

FLAT RIVER, MO.—Phillips Laundry, T Wood Drive, owned and operated by Mr. and Mrs. Alvin Phillips, has announced the addition of new equipment.

SKOKIE, ILL.—Ground-breaking ceremonies recently marked the beginning of work on the \$45,000 addition being built by Holiday Laundry and Dry Cleaners, 8132 Floral.

SAGINAW, MICH.—Charles F. Fleming has succeeded Hubert H. Huff as manager of Fame Laundry, 1034 Genesee. The establishment, headed by James B. Nelson, owns a laundry in Indianapolis, two in Ohio and one in Pennsylvania.

CRESTON, IOWA—Regal Professional Laundry, Inc., has been incorporated by Robert Chapman, president, and Dorothy May Chapman, secretary.

EVANSTON, ILL.—William Katz, president of Washington Laundry and Dry Cleaners, 700 Washington St., has announced the promotion of John Hemmens to plant superintendent.



SAN ANTONIO, TEX.—San Antonio Laundry and Cleaners has added another branch to its operation, giving the company a total of six drive-ins. The new unit is located in the Hillcrest Shopping Center, Babcock and Hillcrest Dr. E.

REDWOOD CITY, CALIF.—California General Linen Supply Co. of San Francisco has purchased Redwood City Laundry, 1823 El Camino Real. The

branch will be managed by A. L. Bruni, treasurer of California General Linen Supply.

JASPER, TEX.—Mr. and Mrs. L. B. Reynolds will be assisted by Seborn Pickle in the management of Modern Laundry and Dry Cleaners.

EAGLE LAKE, TEX.—A new finishing unit has been installed in Simmons Laundry and Dry Cleaners, according to Pryor Simmons.

ABERNATHY, TEX.—Mr. and Mrs. E. D. Hendons have taken over management of the former Nelson Laundry, 1312 Ave D. The establishment will be operated as Hendon Laundry.

HOUSTON, TEX.—A new plant to cost an estimated \$750,000 is planned by Ineeda Laundry and Cleaning Co. Control of the company was purchased several weeks ago by a group of New York investors headed by Joseph I. Simon and Alex H. Vogel.



LEXINGTON, KY.—A storage vault has been added at Lexington Laundry Co., 139 Main St.

HAGERSTOWN, MD.—Hagerstown Laundry, 137 W. Franklin, has added a storage vault.

MONTGOMERY, ALA.—A laundry and drycleaning establishment will occupy space in the new Eastbrook Shopping Center.

GREENWOOD, S. C.—Henry E. McKinney, Jr., operator of Greenwood Sanitary Laundry-Dry Cleaning, Inc., is chairman of Greenwood's Centennial Committee.

BRISTOL, TENN.—Troy Laundry Co., 136 Seventh St., has added a storage vault.

DALTON, GA.—McCamy and Dennard Laundry, owned by Bob Dennard and Tom McCamy, Jr., was damaged by fire recently.

FAYETTEVILLE, N. C.—J. R. Howard has purchased the interest of R. G.

Creech in Mayflower Laundry & Dry Cleaners, 412 W. Russell St.

ELIZABETHTOWN, KY.—A storage vault has been added at Elizabeth Laundry, 225 S. Main.

ST. AUGUSTINE, FLA.—Service Laundry and Dry Cleaners, 14 Spanish St., is now under the ownership and management of the Reardon family, with Texas E. Reardon, Sr., president, and his son, Texas E., Jr., secretary-treasurer. The establishment, which will be known as Reardon's Service Laundry and Dry Cleaners, Inc., was purchased from William B. McCormick.

CLIFTON FORGE, VA.—Installation of new machinery has been completed in Clifton Forge Steam Laundry, it was reported recently.

MEMPHIS, TENN.—Loeb's Laundry-Cleaners has acquired property at Lamar and Semmes, for establishment of its fourteenth outlet, it was announced by William Loeb, secretary-treasurer.

FRANKFORT, KY.—An addition to Model Laundry, located on Clinton St., has been completed. The 2,600-square-foot structure will accommodate the offices for laundry and drycleaning, formerly in the main building.

PLAQUEMINE, LA.—E. J. Condry of Home Laundry has announced plans to add more equipment.

DIERSBURG, TENN.—New Peerless Laundry and Cleaners, Inc., was opened recently. The new concern is managed by Perry Jones.

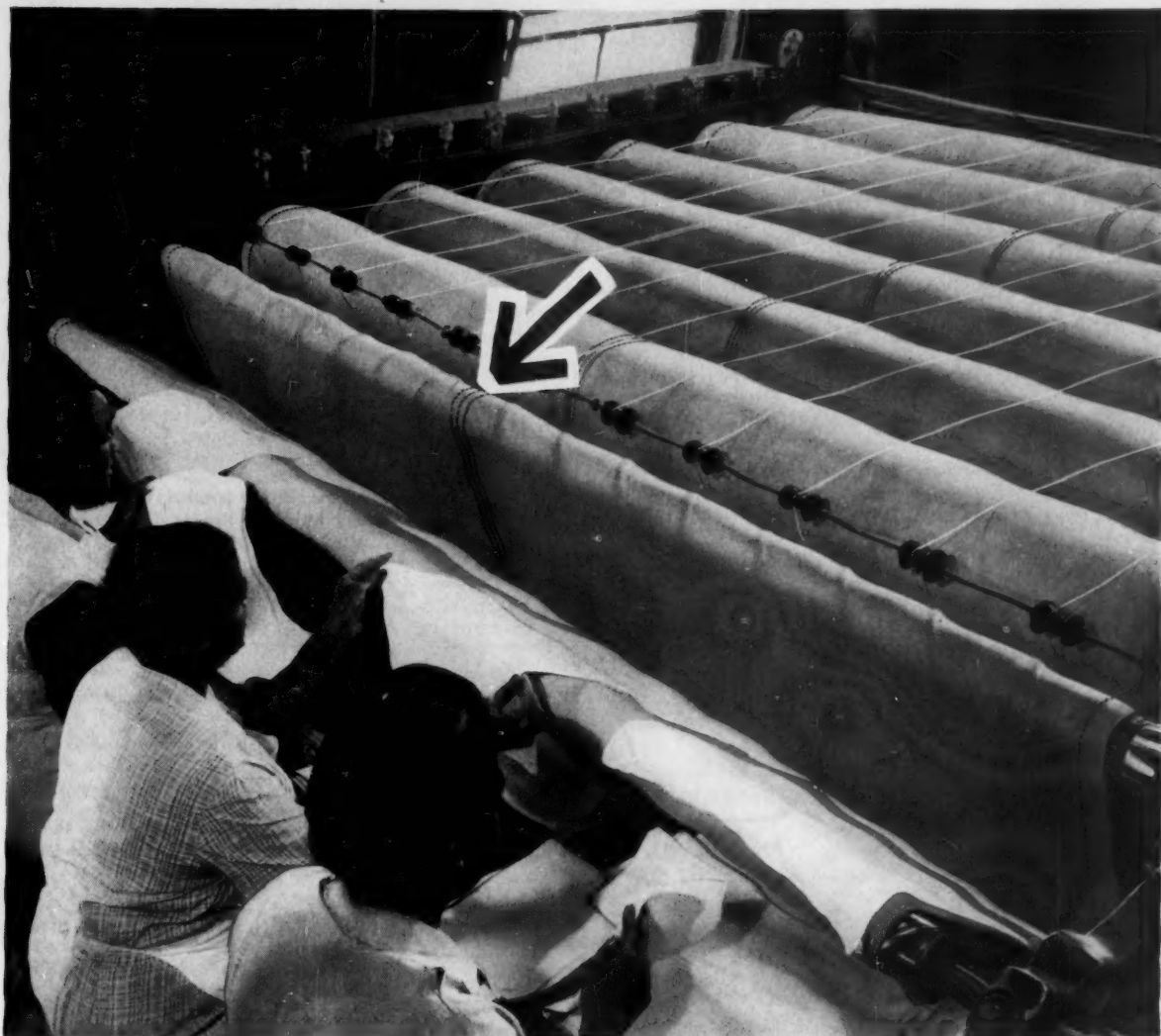
DANVILLE, VA.—Mayor Bob Clarke officiated at the ribbon-cutting ceremonies which marked the grand opening of Star Laundry on Riverside Dr.

MOBILE, ALA.—Sam Joy Laundry recently cleaned for the Mobile Rescue Mission clothing to be distributed to needy men.

LEESBURG, FLA.—Announcement has been made of a proposed new laundry to be established on S. 14th St. The plant with equipment will represent an investment estimated at \$75,000.

JACKSON, MISS.—Kwik Service Laundry & Cleaners, 133 Millsaps, has installed new drycleaning equipment. Clark Stringer is president of the firm.

FLORENCE, ALA.—Tri-Cities Linen Service is now operating in its new half-million-dollar modern plant at 1161 Flor-



ALL STEAMED UP—During the past ten years, the Independent Towel and Linen Service, Inc. has grown into one of the leading linen supply laundries in Atlanta. Operating ten trucks, it supplies towels, linens and aprons to a wide segment of Atlanta's commercial and institutional establishments. Contributing to Independent's efficiency is its flat bed ironer which operates at an accelerated rate of 320 double bed sheets per hour. Quite naturally, the higher steam pressure required at this speed is a severe test of apron cloth wearability. Under these arduous conditions, Independent is using Prosperity* apron cloths, as it has been — almost exclusively — for the past ten years. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

UNIFORMITY
Makes The
Big Difference
In Industrial
Fabrics



Mount Vernon Mills, inc.
A LEADER IN INDUSTRIAL TEXTILES

TURNER HALSEY
COMPANY
Selling Agents

Main Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

Always look for this purple stripe in all PROSPERITY* and ORIOLE* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stonehaven, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

*Trademark Mount Vernon Mills, Inc.

ence Blvd. Under construction for the past six months, the new plant is a division of National Linen Service Corp.

WASHINGTON, D. C.—Richard L. Saunders has returned to Arcade-Sunshine Co., Inc., in the capacity of sales manager, Leonard Viner, president, has announced. Mr. Saunders joined Arcade-Saunders in 1945 and for a number of years was in charge of its rug cleaning operations. He more recently had been associated with a large drycleaning organization in Maryland.

LONDON, KY.—London Laundry & Drycleaner has added a storage vault.



LINDEN, N. J.—Twenty-six persons took part in ceremonies marking the opening of a Morey-LaRue Laundry Co. drive-in establishment on Lidgerwood Ave. Among the participants were State Sen. Robert C. Crane of Westfield, Rep. Florence P. Dwyer, Mayor Steven J. Bercik, Mayor William J. Hurst of Linden and Frank Scott, Jr., president of the

laundry firm. Others included officials and executives of business concerns in the area. An open house followed.

NEW YORK, N. Y.—Charles Maslow, president of Best Coat & Apron Co., was honored for "distinguished service to community welfare and human rights" at the annual Joint Defense Appeal dinner of the Laundry Industry, held on November 26 at the Hotel Plaza.

ORANGE, MASS.—E. Louis Robichaud has assumed ownership and management of Spic'n Span Laundry, 6 N. Main St.

NEW YORK, N. Y.—Dedication ceremonies for the Murray Cohen Auditorium at Lebanon Hospital were held on November 24. The new 200-seat addition to the Bronx hospital was constructed and furnished by Mr. Cohen, president of Consolidated Laundries Corp. and a member of the hospital's board of trustees.

ST. RAYMOND DE PORTNEUF, QUE., CAN.—Rodolph Hamel, proprietor of the laundry at Ste. Helene and St. Louis Sts., which was destroyed by fire recently, has announced plans to rebuild the establishment.

GREENFIELD, MASS.—A new-business certificate has been filed by Earl L. and Winona H. Richardson for the establishment of Spic'n Span Launderers, 30 Wells St.

ST. JOHN, N. B., CAN.—New System Laundry recently observed its forty-fifth anniversary. R. C. Holt, president and general manager, has been with the firm since it was placed under the present management in 1919. Mr. Holt's son, K. R. Holt, is vice-president, and Emery E. Henderson director.



How to win compliments for her from him... and net more profit on every shirt you launder!

Non-congealing Stapex cooks smoother—penetrates quickly, evenly, thoroughly. As long as the Mrs. gets the compliments ... you can be sure you've buttoned up the business! How? Staley's Stapex starch is the answer. For it is performance-proved ... in everything a quality starch should do.

Cookability? Staley's Stapex cooks smooth as smooth can be ... insures even, fluid consistency until used. Penetration? Non-congealing Stapex penetrates in

jig time ... evenly and thoroughly for consistently handsome finishing. Cost? The large majority of laundries switching to Stapex discovered immediate savings in starching.

Call your Staley Representative or write now for the inside story on Stapex's rising popularity among laundries operating in all climates ... using all types of water supplies.



A. E. Staley Mfg. Co., Decatur, Ill.

Branch Offices: Atlanta • Boston • Chicago
Cleveland • Kansas City • New York
Philadelphia • San Francisco • St. Louis

Stapex® LAUNDRY STARCH



WALLA WALLA, WASH.—Northwest Industrial Laundry Co. of Portland has purchased Walla Walla Steam Laundry from M. L. Meyers and the Eugene Tausick estate. The laundry was started about 50 years ago by the late Eugene Tausick.

PORTLAND, ORE.—Northwest Industrial Laundry Co. was cited for its work with the physically handicapped. The laundry concern was one of three Portland firms awarded certificates of recognition at a luncheon of the governor's committee for the employment of the physically handicapped.



USERS AGREE... *Washettes* *by Cook* ARE TOPS

**"MY NEW AUTOMATIC WASHETTES
TURN OUT WORK FASTER—
MORE UNIFORMLY CLEAN"**

— says A. C. STAUFFACHER, owner of Blackwell Laundry and Cleaners, 421 South Main Street, Blackwell, Okla.

Mr. Stauffacher states his Automatic Washettes perform an outstanding service in his plant, turn out work faster with uniformly clean results, use less soap and supplies, less water, and give uni-



form rinses. His plant serves eight towns with pick-up stations and trucks, over a 50 mile radius.

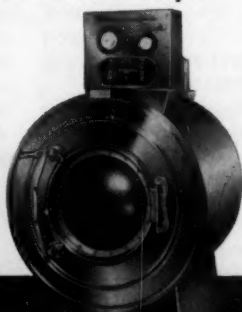
Washette *by Cook*

CHECK THESE FAMOUS *Washette* FEATURES

- All-welded stainless steel construction.
- Parts standard — available locally.
- Automatic Supply Injection if desired.
- Famous One-Dial Control with 28 Wash-Rinse Cycles.
- Fully automatic, semi-automatic or manual controls.
- Especially trained operators unnecessary.

EASILY INSTALLED

Washette is completely wired and plumbed at factory; unskilled labor can install in less than half a day. Simply connect electricity, hot and cold water, overflow and drain. Washette is ready for immediate, profitable service!



Cook

MACHINERY CO., INC.
of DALLAS

Commercial laundry and dry-cleaning plant operators are quick to recognize the many advantages offered by Washettes by Cook. Superb engineering and designing, simplicity, versatility, easy operation, inexpensive installation, ease of maintenance and cleaning are among the many Washette features that *increased profits for thousands of satisfied users everywhere!*



Send For Free Brochure

COOK MACHINERY CO., INC.
4122-O COMMERCE STREET, DALLAS 26, TEXAS

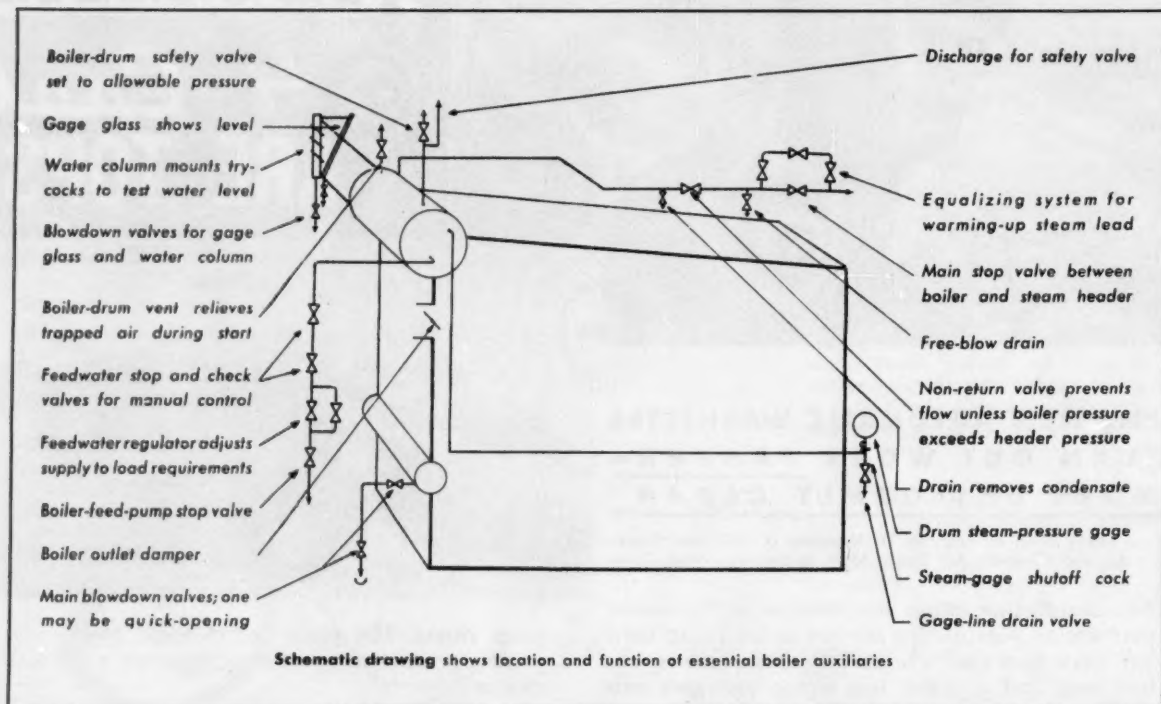
- ☐ Please send at once literature about famous Washette by Cook.
- ☐ Please send name and address of nearest Washette Distributor.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



Automatic Controls Still Need Care

*Auxiliary devices have simplified boiler operations
but they must be watched as well as understood*

By **JOSEPH C. McCABE**

SAFE OPERATION of a boiler is a tedious job. And because it is tedious and humdrum, design engineers keep working at gadgets that will take over more and more of the routine operations. Many such gadgets came into being as safety features.

Some time back the Factory Mutual Association's Engineering Division called public attention to what it labeled a potentially hazardous situation arising out of the desire for fully automatic packaged boilers. The Association believed too many people were inclined to feel that such units could take care of themselves with little or no personal supervision. Every one of

these automation devices is designed to do a certain job. The boiler operator should know their functions and the attention these devices require.

Here is a brief rundown of the basic controls on a boiler with a comment on the role each plays as an operating aid.

Boiler safety

Because the safety aspect is an important consideration, many rules for steam boiler operation and maintenance have been set up by various authorities—states and municipalities, engineering societies and insurance

companies. Every plant engineer should know which set of rules applies to his plant.

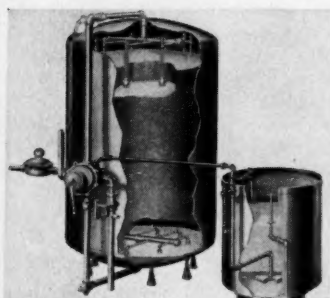
The accompanying diagram shows schematically the bare essentials for safe and efficient boiler operation. The unit is not a packaged boiler but the devices it uses are much the same and are clearly shown here.

The essential auxiliaries provide for: (1) control of steam flow out of the boiler, (2) regulation of the feedwater quantity flowing into the boiler, (3) relief of excess pressure if it should develop in the steam drum, (4) draining so that unwanted water slugs can be removed, and (5) indication of



**SOME GOOD
ADVICE ABOUT
WATER SOFTENER
EQUIPMENT**

Now we take off our kid gloves!



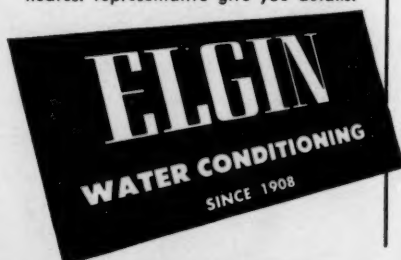
ELGIN "DOUBLE-CHECK" WATER SOFTENER

—greatest value ever

- Up to 44% more soft water from a softener of given size.
- Prevents costly zeolite loss.
- Automatic or manual.

**3 to 10 times more soft water
from your present softener**

If your present water softener was quality-built and still has useful life, we can boost its soft water output 3 to 10 times by modernizing it to "Double-Check" design and refilling it with new high capacity zeolite. Let us have our nearest representative give you details.



The man with the scowl (he might have been in charge of *your* laundry) barked at an Elgin representative:

"Why didn't you tell me I was throwing my money away when I fell for that cheap water softener?"

Our rep thought he had properly covered that delicate subject the day Elgin lost out to a lower bid . . . but now we know the warning must have been couched in too polite language. This being the case, we are now taking off our kid gloves and speaking out in no uncertain terms.

We speak, not just for Elgin, but for all reputable and established manufacturers in the water softening field, when we say: Fight shy of the Johnny-come-lately in the water softener business—the upstart who says in effect: "A water softener is just a collection of tanks and pipes and valves; anybody can make it; I can give you the same thing at a lower price."

The SAME thing? Your first shock will come the day the cheap softener is delivered when you discover the woeful lack of real quality construction. The next blow will be to find its performance is a bitter disappointment. The final blow will be to find as the months and years roll along that as the man with the scowl said: you have thrown your money away!

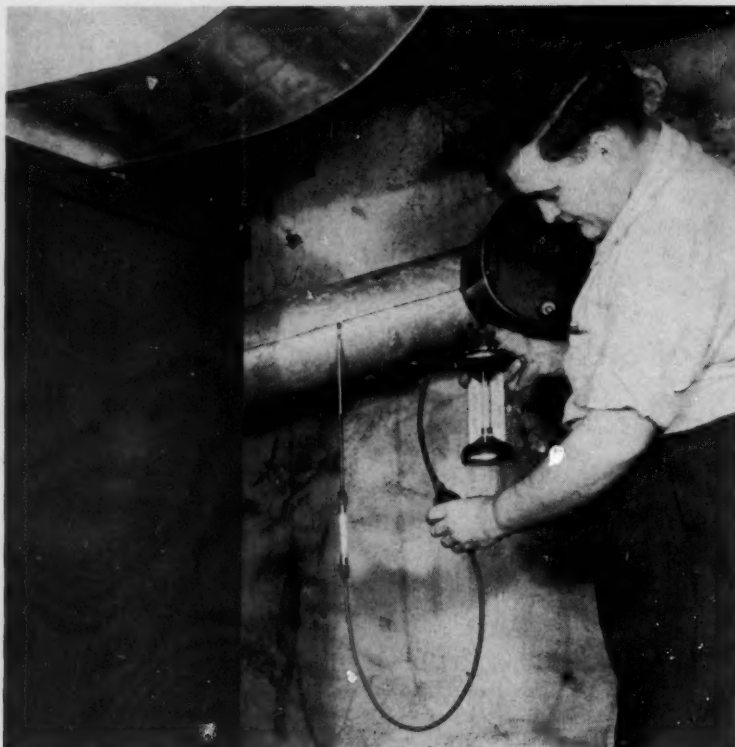
Harsh words? Yes, but true! Your own experience has shown you that in today's tough competition the SAME thing at a LOWER price just does not exist . . . and this is particularly true of water softeners. It takes the kind of experience Elgin has had to build the softener you see here. It takes the kind of knowledge Elgin has accumulated from a half-century of experience to correlate all the elements that contribute to efficiency and economy as you find them in Elgin conventional and "Double Check" Softeners.

For facts, write for literature...or, better still, let us put you in touch with your nearest Elgin representative.

ELGIN SOFTENER CORPORATION

150 North Grove Avenue • Elgin, Illinois

Representatives in Principal Cities • In Canada: G. F. Sterne & Sons, Brantford



Simple device to check flue gas draws sample out through thin rubber tube. Operator simply tips hourglass device over and back and reads scale directly

conditions within the boiler such as water levels and pressures.

The various operating procedures require certain special attention to these different devices. For example, in starting up after a boiler has been down for complete overhaul, the simple task of refilling with water requires judicious use of the vent valves, drains, checks on water-level column readings, the feedwater regulator reaction and so on. If, however, the unit was simply shut down and started up fresh in the morning, then close attention should be given to steam pressure readings and oil pressure gauge action. And once the unit is operating, still other items take precedence.

Where possible we have spelled out in the schematic chart the basic functions of the controls on the boiler.

How about normal operation? There are several very important requirements the boiler operator has to meet for the boiler side alone. We shall speak a little later of the combustion side. Within the boiler itself the water level should be kept at the proper point always. This is highly important!

Failure to maintain proper water level may produce anything from too much water being carried over into the steam lines to not enough water in the boiler. In the latter case, the boiler metal may become badly overheated and eventually even ruptured. All

rules for boiler operation require a personal vigilance of water level regardless of the presence or absence of an automatic feedwater regulator. (This requirement is all too often overlooked in the typical laundry plant.)

Of less consequence in modern operation is the need to maintain relatively clean boiler water. Today's understanding of boiler water problems and the frequent use of consultants of large water treatment chemical manufacturers have led to better controls through periodic checks of water conditions by the supplier of chemicals. Barring a drastic change in raw water sources or a breakdown of the normal pumping procedure, the water condition is not an especially vital operating problem nowadays.

The firing controls

The devices added to the boiler for furnace conditions were first off efficiency checks as opposed to the safety devices on the boiler proper. These checks were relatively simple ones involving furnace draft and possibly stack temperature. With the more elementary boilers the stack temperature plus an occasional reading of the CO₂ in the flue gases going out the stack permitted an approximation of how well a fuel was being burnt and therefore how efficiently the boiler operation was running.

Once the fuel is burning, the operating tools for complete combustion are maintaining a continuing supply of fresh air and an intimate mixing of this air with the burning fuel. Too much air and the fuel cools off; too little and much of the heat in the fuel goes up the stack unused. The furnace draft reading, about 0.1 inch water gauge, is an indication that the air and fuel are sweeping through the furnace so very fast that they do not get time to mix and burn.

A permanent CO₂ meter may be installed on a boiler since it is possible

Continued on page 62

LAUNDRY BUSINESS TRENDS

New York

five weeks ended
Nov. 2—2.3% more than last year

M. R. Weiser & Co., New York

New Jersey

five weeks ended
Nov. 2—2.1% less than last year

M. R. Weiser & Co., New York

New England

Oct. 5—0.5% more than last year
Oct. 12—2.2% more than last year
Oct. 19—2.9% more than last year
Oct. 26—2.7% more than last year
Nov. 2—3.4% more than last year

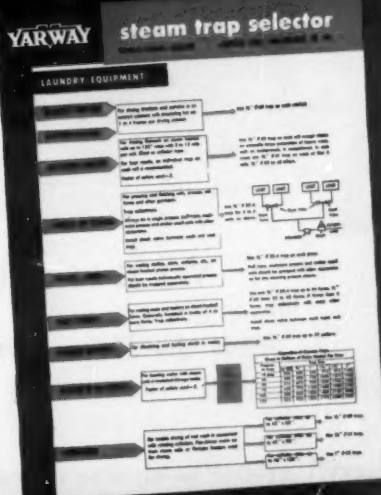
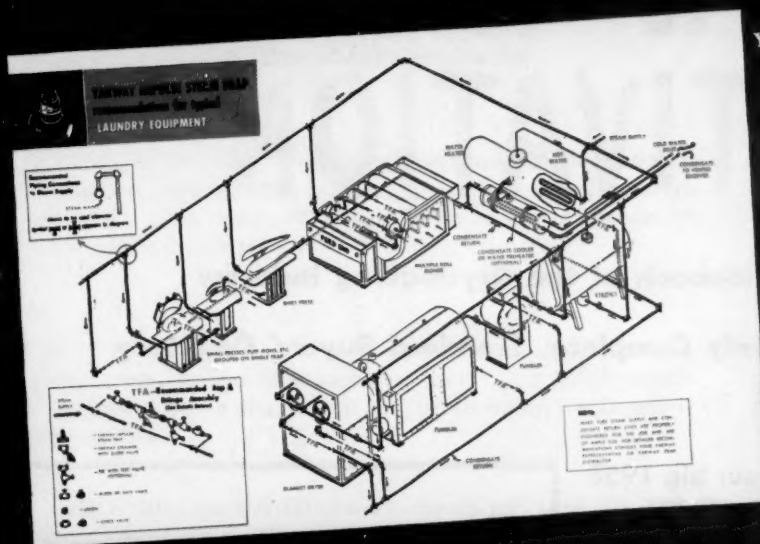
Carruthers & Co., Boston

Southeast

Sept.—2.0% less than last year

J. R. Wilson & Co., Atlanta

HOW TO TRAP LAUNDRY EQUIPMENT — PROFITABLY



"This Yarway Piping Diagram and Steam Trap Selector is a real big help to us."



When it comes to picking the right steam trap for the right job, this YARWAY bulletin is invaluable.

Piping diagrams and selector tables for trapping 10 typical kinds of laundry equipment are shown.

The selector will guide you in *choosing* the correct steam trap, and the piping diagrams will show you the *proper installation*.

On all your steam trap requirements, the way to be sure of successful *performance* is to use YARWAY IMPULSE STEAM TRAPS—the impulse that revolutionized steam trapping 20 years ago and has sold over a million traps since.

Write for your FREE copy of this YARWAY Piping Diagram and Selector for Chemical Processing Equipment, or get one from the local YARWAY Industrial Distributor—over 270 cover the country.

YARNALL-WARING COMPANY

129 Mermaid Avenue, Philadelphia 18, Penna.



Yarway Impulse Steam Trap. Gets equipment hot in a hurry and keeps it hot! Stainless Steel. Good for all pressures. Only one moving part.

YARWAY

IMPULSE® STEAM TRAP

The Impulse that revolutionized steam trapping 20 years ago.

Coming in March . . .

Another NATIONAL CLEANER & DYER "First":

GUIDE TO MOTIVATION

The 1958 Guidebook of the Drycleaning Industry

With the Field's Only Complete, Standard Buyers' Directory

"MOTIVATION"—theme of your big 1958
Guidebook, coming in March—means

MAKING MORE PEOPLE

WANT THE SERVICES

YOU SELL!

And the 1958 Guidebook will tell you how
to organize and conduct your own motiva-
tion program — handled efficiently and
with results by yourself and every member
of your plant team who has any kind of
contact with the buying public.

"Motivation" is the modern key to build-
ing business and holding it. As new as to-
day and tomorrow, it is next in the long
line of Guidebook themes that have helped
establish NATIONAL as the top publication
in the drycleaning field.

In down-to-earth terms and with
plenty of illustrations and case
histories, "Motivation" will be your
practical blueprint for putting 1958
techniques to work with all

- route personnel
- store personnel
- promotions
- advertising
- publicity
- packaging . . .

in other words, with just about
every individual and phase of your
operation that can impel more cus-
tomers to bring you more business,
steadier business, more profitable
business!

"MOTIVATION" IS THE SALES-BUILDING FORCE
DEVELOPED BY SALES-BUILDING EXPERTS—

AND NATIONAL CLEANER & DYER'S 1958 GUIDEBOOK
PUTS IT INTO COMPACT, HANDY TEXTBOOK FORM—

FOR QUICK, EASY APPLICATION, BOTH INSIDE AND OUTSIDE YOUR PLANT

In addition, your 1958 GUIDEBOOK includes

THE INDUSTRY'S ONLY COMPLETE, STANDARD BUYERS' GUIDE

NATIONAL's 1958 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months. This part of the Guidebook contains the

CLASSIFIED DIRECTORY— listing all kinds of drycleaning equipment and supplies by product . . . with manufacturers of each . . . a constant, easy-to-use, ready reference on who makes it and sells it

TRADE NAME DIRECTORY— alphabetical listing of trade name products and their manufacturers . . . a quick means of tracking down the source of "trade name" equipment and supplies

MANUFACTURERS' DIRECTORY— alphabetical listing of manufacturers and their home office addresses . . . full information on where to contact companies listed in the classified and trade name directories

LOCAL BUYERS' GUIDE— geographical listing of manufacturers' branch offices, distributors and jobbers, with addresses, arranged by cities and states . . . a practical direction-finder for contacting the nearest source of equipment and supplies

DETAILED BUYING INFORMATION—supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services

AND YOUR OPERATING GUIDE

This big section brings you up-to-the-minute reference material for day-in, day-out easy application by yourself and every one of your key employees.

In NATIONAL's customary authoritative style, it provides you with page after page of charts, graphs and tabulated information covering all phases of drycleaning operation and production.

THERE'S ONLY ONE GUIDEBOOK of the DRYCLEANING INDUSTRY

**IT'S
PUBLISHED
by**

NATIONAL CLEANER & DYER

*First in the
Drycleaning Industry
Since 1910*

305 East 45th Street,
New York 17, N. Y.
Oregon 9-4000 **ABC/ABP**

Continued from page 58
to relate a CO₂ reading for a given fuel to an approximate burning efficiency. These meters are available, but the better ones are rather expensive. The principal problem with these efficiency measuring devices is that the gas, CO₂, combines readily with water to form a fairly active acid. This acid attacks meter parts and in short order the meter's working parts are ruined. The protective measures the manufacturer must take against this occurrence run up the costs.

Usually a portable device called an Orsat is employed to check the quantity of CO₂ in the flue gas. A number of modifications have been devised. A popular one is shown in the accompanying illustration. This device is simplicity itself and needs only a sample of the flue gas.

Firing controls

With the desire for more and more automation, the firing cycle of the boiler has become mechanized to the point where safety devices have had to be installed. The whole family of these units, loosely called flame-failure safeguards, has become an integral part of the modern boiler unit. Their basic function is to prevent furnace explosions.

Furnace fuel explosions are caused primarily by (1) flame failure during normal operation, (2) light-off attempts with insufficient clean-out of leftover combustibles from earlier

light-offs. Other causes include improper fuel-to-air ratios and too low an oil temperature, steam-atomizing pressure or leaking valves.

In brief, the flame-failure safeguard detects the presence or absence of a flame. In a flame failure they sound an alarm (if provided) and may automatically shut off fuel supply to the burner being supervised.

The principal types now used for boilers are the flame-rod photoelectric cell and lead-sulfide cell. These operate practically instantaneously. Other types of safeguards actuated by radiant heat, thermal or thermocouple action, require more time for operation. Usually, they are not considered responsive enough for industrial-size main burners.

Flame-rod safeguards are suitable for main and pilot-burner gas flames. An electrode or rod of temperature-resistant material extends into the flame. The conductive property of the ionized gases in the flame permits a current flow that actuates relays through an electronic circuit. The relays make or interrupt power to a safety shut-off valve.

The electrode must be located so that the pilot flame cannot cause a current in the circuit without providing prompt, reliable ignition for the main burner.

Photoelectric safeguards are mounted outside the firebox and sighted on the flame being supervised. They depend on light from the flame striking a light-sensitive cell. When enough

light intensity is present, current flows in the cell. This minute current is amplified electronically, actuating relays to make or interrupt power on a fuel safety shutoff valve.

This safeguard is suitable for highly radiant oil flames. It is not generally used on gas because properly proportioned gas flames are nonluminous.

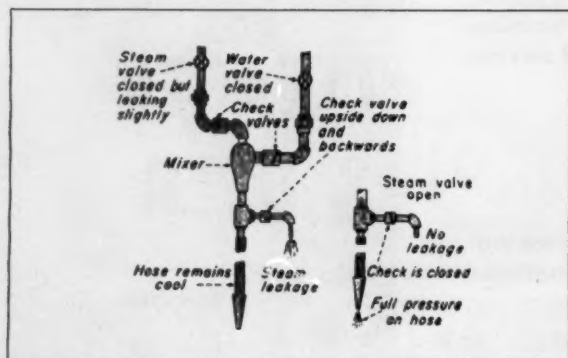
The lead-sulfide cell can be used on nonluminous gas flames and luminous flames of coal and oil. This cell operates on a "photoconductive" principle. Its electrical conductivity varies inversely with the amount of flame radiation received, and it is most sensitive to infrared waves.

One commercial application uses the voltage variations caused by passing a direct current through the varying resistance of the cell. These variations are amplified in an electronic circuit that accepts only voltages with a rapid and continuous pulsation from 5 to 20 c.p.s. (the flicker frequency of a flame).

The final detection instrument, therefore, will not register the presence of a flame when the unit is actuated only by radiation from hot refractory.

Last but not least are the straightforward temperature reading meters on the fuel oil feed to the burner and the steam pressure gauge where a steam atomizing burner is employed. If oil temperature falls too low, it won't burn properly, and if steam pressure drops too much the oil won't atomize. □□

Engineering Questions and Answers



Check-Valve Closure

Engineering Editor:

A nagging problem in our plant is the one of steam-hose

repairs and replacements. Part of the problem, of course, is that we can't get operators to close the valves tight. Any ideas?

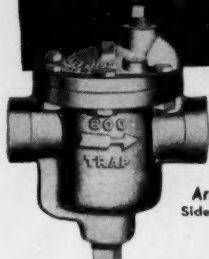
When you're having trouble with operators who won't or can't (wet hands, etc.) shut off valves tight on steam hoses, do this: Place a tee between the water heater and steam hose, then attach a 3/8-inch check valve as shown. Mount the check valve upside down and backwards.

In operation, the valve flops open by gravity when pressure is off the hose. If there's a slight leakage through the throttling valve, steam flows out through the small check valve, while the cooler condensate flows down the hose.

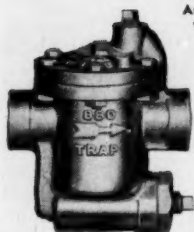
When steam or water is turned on, the fluid's velocity forces the check valve to close. If the check valve won't handle all the leakage, it's time to reseal the throttling valves. Use either a cheap check valve and discard it when it becomes faulty, or a good one with a renewable composition disk that's easy to repair.

Continued on page 64

Ask The Man Who Owns Some!



Armstrong Standard
Side-Inlet Side-Outlet
Steam Trap



Armstrong Steam Trap
with Built-in Strainer



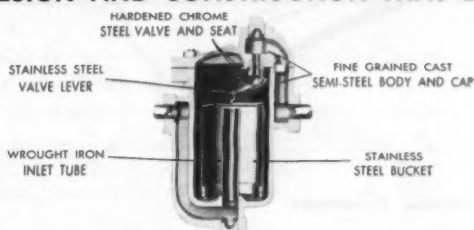
Armstrong Steam Traps cost you less because they last longer with less maintenance, and they don't leak steam

Ask anyone who has used Armstrong traps for any length of time—he'll tell you that Armstrongs are the most economical traps you can buy. Not only in terms of low initial cost—but also in average annual cost over the years. 40% less maintenance with Armstrong traps is the average of reports from users taken over a period of years . . . up to 30% savings in fuel.

With the Armstrong inverted bucket design, *no steam reaches the discharge orifice*. Yet condensate and air are removed continuously as fast as they reach the trap, keeping your equipment really *hot*! Armstrong steam traps last longer, but naturally they don't last forever. When they do wear you *don't have to buy new traps*. Just put in a new mechanism without even removing the trap body from the line.

So don't be satisfied with claims—ask people who've compared Armstrongs with other traps *in use*. Your local Armstrong Representative will be glad to show you cost-saving reports from other laundries who have benefited with Armstrongs. Call him today—there's no obligation.

DESIGN AND CONSTRUCTION THAT LAST!



GET THIS HELPFUL BULLETIN

8-page Bulletin 1931, written especially for laundry and dry cleaning men, tells how Armstrong traps can help you make more profit. Also contains reports from satisfied Armstrong users, describes advantages of "unit trapping" method, tells what trap to use for every machine in your plant, gives prices and specifications of Armstrong traps.

To get your free copy, just call your Armstrong Representative, or send the coupon today.



ARMSTRONG MACHINE WORKS
8326 Maple St., Three Rivers, Mich.

Send me a copy of Bulletin 1931

Name

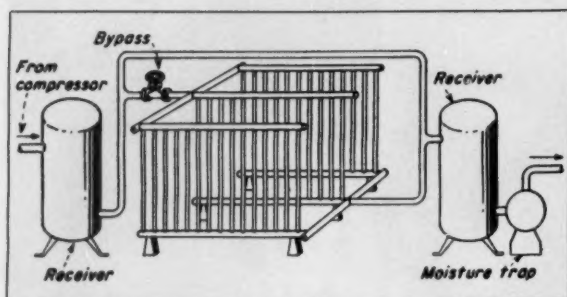
Company

Address

City Zone State



ARMSTRONG STEAM TRAPS

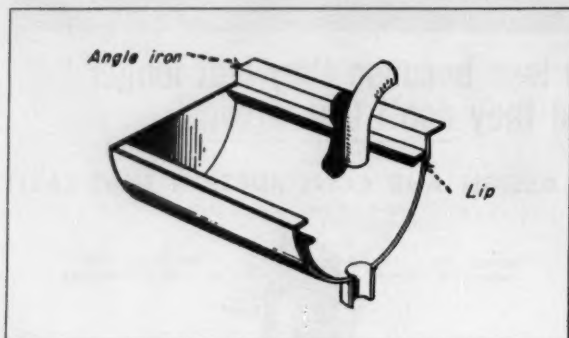


Waterless Aftercooler

Engineering Editor:

Did you ever hear of an air compressor aftercooler that required no water? We are attaching a sketch of one we saw in a railroad yard in Canada and have made a cut-down version of the same at our own plant.

To cool the volume of compressed air without water the aftercooler is built outside. It has three rows of 1-inch vertical piping 12 feet high, welded into 6-inch-diameter horizontal top and bottom headers. With a receiver at both ends of the aftercooler and a large moisture trap on the discharge side, you get a maintenance-free unit, use no water.



Easy Water Drainage

Engineering Editor:

We have the continuing problem of draining off the water from various operations. Do you have any quick and easy drain ideas?

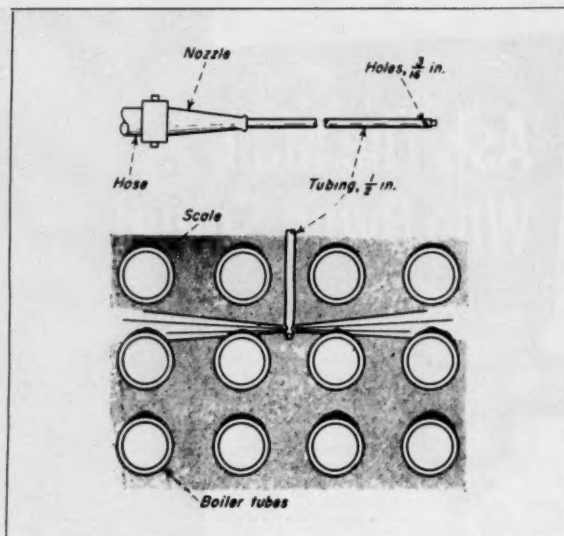
You can make troughs for water drains easily by using pipe of whatever size you need. Just cut pipe to the right length, then split in half, lengthwise. Weld light plate at each end (see sketch). Weld an angle iron on the back for support. Lip welded on the edges prevents water splashing out. I've found that drain piping shouldn't go farther than 1/2 inch into a 3-inch-diameter trough.

Cleaning Fire-Tube Boiler

Engineering Editor:

Is there any tool you could suggest to make cleaning fire-tube boilers easy?

There are several on the market for the messy job. Here, however, is a homemade one. We realize cleaning the water side of tubes in some fire-tube boilers can be a headache.



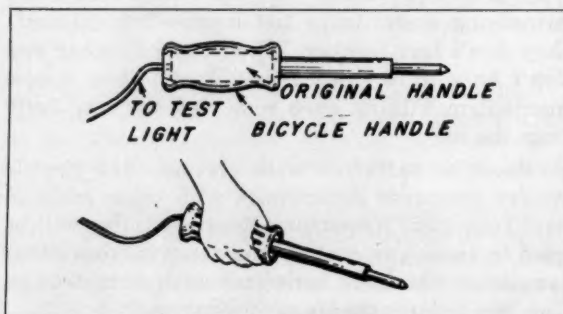
Washing these tubes can be especially tough because of the tube's stacked arrangement. On such vertical rows, it's almost impossible to reach more than the upper and lower rows with a direct impact of stream from the hose nozzle. Reason: The tubes in between are shielded from above as well as from below.

In these boilers, the tubes act as shelves for sludge and loose scale. Deposits will eventually stick fast and form an insulating coat on the hottest part (top) of each tube. Scale deposits cut down heat transfer and greatly reduce boiler efficiency.

You can make a very inexpensive and simple water lance (see sketch). Use a 1/2-inch-diameter brass or copper tube. Braze or solder the tube to a hose nozzle. If the nozzle is fitted with a standard pipe adapter, attach to a pipe nipple. Plug the other end by soldering a 3/8-inch brass plug or rod into it. Then drill a 3/16-inch hole through the nozzle at a right angle. That will throw two streams of water across the tubes, in opposite directions, blasting away sludge and loose scale with greatest impact.

For a 72-inch boiler, a nozzle about 6 feet long will reach down through the tube. Use at least 100 p.s.i. water pressure for best results. Sweep the lance back and forth between every row of tubes to wash the entire tube surface.

This nozzle is easy to make and will more than pay for itself on the first job.



Shock Protector

Engineering Editor:

Electricity always scares me and whenever I am working on a motor I never fail to get a good coating of oil or a film

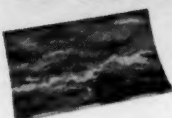
YOU GET

so much more at so little cost

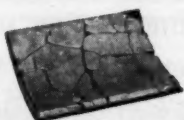
WHEN YOU CHOOSE



Patterson-Kelley cement-lined storage water heaters



Plain steel plate will corrode even under normal water conditions.



Ordinary cement linings tend to flake, crack and shrink, resulting in high maintenance costs.



Pre-Krete lined plate is still in perfect condition after exhaustive testing.

A P-K Pre-Krete® Lined Water Heater gives you double the life of a plain steel heater at only slightly higher first cost.

This long life of rust-free hot water service is made possible because Pre-Krete is a special pre-blended low soluble hydraulic cement formula. This durable lining is unaffected by extreme temperature changes, resists thermal shock and will not shrink, flake or crack.

Not only is your initial cost little more than for plain steel, but maintenance costs are appreciably lower. If lining repairs are ever needed, one man can make them quickly with a minimum of down time.

Moreover, Pre-Krete is inert to most substances and cannot contaminate the water or cause rust damage to fabrics.

Best of all, with a P-K Pre-Krete Lined Heater you get thermal designing that has maintained an unexcelled reputation for over 75 years, plus advanced fabrication techniques that meet all ASME specifications.

For complete details, write for Catalog 19 on P-K Storage Water Heaters. For information on field lining your existing plain steel vessels with Pre-Krete, ask for Bulletin 1012. The Patterson-Kelley Co., Inc., 2712 Warren St., East Stroudsburg, Pa.

IN

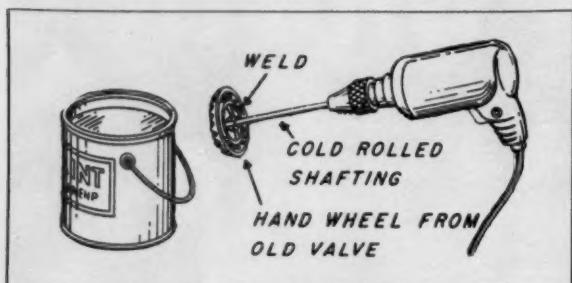
*Pre-Krete is a registered name

Patterson  **Kelley**

storage water heaters • instantaneous heaters • convertors • fuel oil heaters • freon chillers and condensers

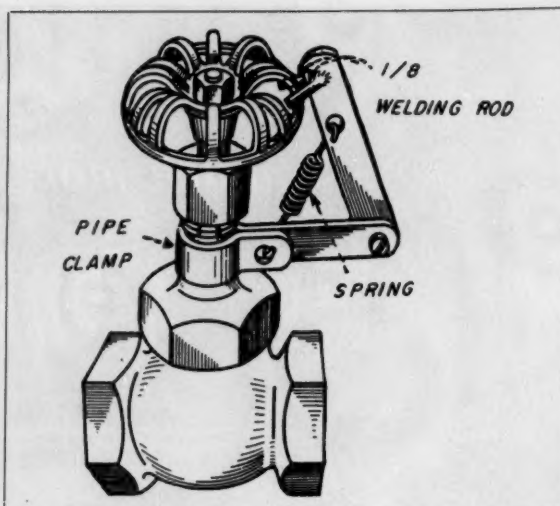
of grease on my hands. Then when I pick up my test light I'm certain that some day I'll get a good shock for my pains. Have you seen any gimmicks that will solve this one?

We've seen a lot of men double-tape their test-light handles but grease or oil would ruin any insulating value this would have. The best idea we have seen is to slip a bicycle-handle grip over the test-light handle (see sketch). The grip shown not only gives excellent protection from high voltage, but also is easily cleaned and resists oil and grease. Bicycle grips come in many sizes and colors, and can be used for various jobs.



Quick Paint Mixer

Under the "why didn't I think of that" department we feel we should put this special paint mixer we saw in a recent visit to a plant. The sketch shows its simplicity and you can make it in a few minutes. Just chuck in electric drill and use. You'll be amazed how thoroughly it mixes in 2 minutes very stubborn and heavy paint that usually takes 20 minutes by hand.



To Hold Valve Open

Engineering Editor:

We have a request for help that is a little out of the ordinary. Do you know of any ways to hold a valve open at a set position when the line undergoes vibration?

This request is not as out of the ordinary as it seems at first glance. The only solution we know is sort of a Rube Goldberg one which we sketch out here. You'll note the assembly is a homemade one and involves a few pieces of metal, a pipe clamp, a spring, and a little welding rod to serve as fingers.



A GOOD BUY!



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

Remember, Inversand Zeolite Water Softeners are used by hundreds of commercial and institutional laundries everywhere . . . many for over thirty years.

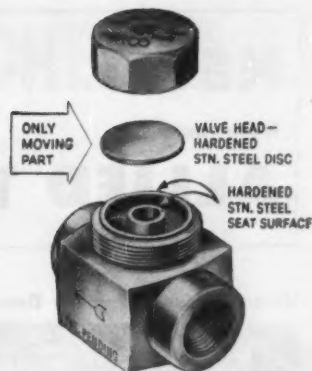
Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

HOW TO reduce steam trap inventory and practically eliminate maintenance with the unique Sarco TD Thermo-Dynamic



ONE TYPE OF STEAM TRAP FOR PRACTICALLY ALL APPLICATIONS

The Sarco TD Thermo-Dynamic is the most versatile steam trap ever developed.

It has large capacity . . . but small size. Insures rapid, continuous, complete drainage of condensate at saturated steam temperature. Has high air venting capacity.

Operates perfectly on all loads . . . and when pressure fluctuates. Freeze-proof, when installed with outlet down. Highly resistant to superheat, water hammer, corrosive condensate.

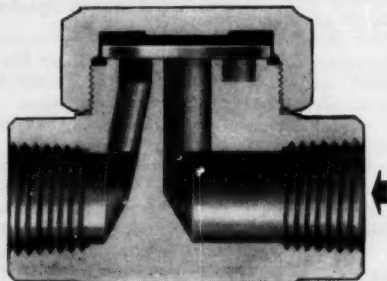


ONE LARGE CAPACITY SEAT FOR ALL PRESSURES—10 TO 600 PSI

Yes, in each size Sarco TD trap the same large capacity seat accommodates all pressures 10-600 psi . . . for heavy, light, or no condensate loads. Sizes $\frac{1}{4}$ to 1".

Self-adjusting throughout entire pressure range . . . not a single change or adjustment required.

No need to stock seats and heads for various loads and pressures. Inventory simplified and reduced.



TROUBLE-FREE DESIGN NO VALVE MECHANISM—ONLY 3 PARTS

Look at that cross-section, left. That's all there is to a Sarco TD! What could be simpler?

Only 3 simple, rugged parts (single pieces—not assemblies) . . . all stainless steel. Only one moving part . . . a solid hardened stainless steel disc.

No mechanism . . . the kinetic energy of steam closes the valve. No narrow channels to choke. No gaskets to leak.

Actual service experience . . . in hundreds of plants . . . under severest conditions . . . has proved that the Sarco TD PRACTICALLY ELIMINATES MAINTENANCE.

SARCO **Thermo-Dynamic** **STEAM TRAP**
TRADE MARK

60-DAY TRIAL CONVINCES

We will gladly send you a Sarco TD steam trap and strainer for 60-day trial. No cost or obligation. You buy only if completely satisfied. Advise size— $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ or 1"—and application. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.

2215-B

THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!

NEWS

from the

ALLIED TRADES

Unipress Gives Consumer Demonstration



Concrete proof of why professionally laundered shirts save housewives time and money and provide them with superior finished shirts was offered in a demonstration of shirt finishing equipment at the Texas State Fair in Dallas.

The demonstration was sponsored by the Texas Laundry and Dry Cleaning Association as part of a continuing effort to promote good relations between the industry and the public. The Hugh C. Henderson Company, Houston, Tex., dis-

tributor for The Unipress Company, Minneapolis, Minn., conducted the demonstrations every day and evening during the 16-day exhibit.

More than 2½ million people saw shirts being pressed on the Unipress Glide-O-Matic two-girl shirt finishing unit. Mrs. Mae Repucci, assisted by Miss Elsie Gillespie, supervised the demonstrators who showed how shirts are finished in three simple lays and then folded in one operation on the automatic folding table.

Rochester Carman Names Beiter Sales Representative



KENNETH W. BEITER

Kenneth W. Beiter has become a sales representative for the Rochester Carman Supply Corporation, Rochester, N. Y., according to a recent announce-

ment by Joel R. Liebling, sales manager. Mr. Beiter will cover the Niagara frontier area. Long active in the drycleaning, laundry and linen industry, Mr. Beiter was formerly sales supervisor of the Buffalo General Laundry and Consolidated Laundry.

Colgate Executives Named

Edward H. Little, chairman of the board and president of Colgate-Palmolive Company, New York, N. Y., has announced the election of two officers of the firm. Dr. John R. Brown, Jr., has been chosen a director and vice-president in charge of research and development. The new vice-president-manufacturing is Leo A. Scott.

Dr. Brown formerly held an executive post in research and

development with a prominent chemicals firm. Mr. Scott has been associated with Colgate-Palmolive since 1931. His most recent position was director of manufacturing, Household Products Division.

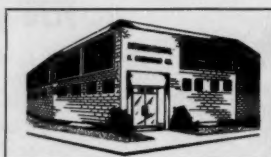
Stedford Represents Beach

Beach Soap Company, Lawrence, Mass., has named Stedford Chemical Company, Fayetteville, N. Y., to succeed the Syracuse Rendering Company as Beach distributor for the Syracuse area. Stedford Chemical Company is taking over the entire soap business of the Syracuse Rendering Company and now carries the complete line of Beach products for professional laundering, including Prime Soap, Phosrite and Hycon.

ALF Acquires Herman Body

The ALF Body Corporation, a subsidiary of American La France, Elmira, N. Y., has announced the acquisition of the Herman Body Company, St. Louis, Mo. The corporation will design, engineer and deliver commercial truck bodies.

Larger Greenwald Offices



H. Greenwald Co. and its associated company, International Automatic Products, Inc., have announced the transfer of their offices and plant to expanded facilities at 1340 Metropolitan Ave., Brooklyn 37, N. Y. The new modern plant will be devoted to the design and manufacture of coin meters for laundry equipment and other electronically controlled machines. Officers of the Greenwald Company are Harry Greenwald, Louis Wolff and Harry Silberglait, who are also the principals in International Automatic Products, Inc.

International Harvester Promotes Pearson

V. I. Pearson has become new general supervisor of Metro truck sales for the motor truck division of International Harvester Company, Chicago, Ill., according to an announcement by W. L. Pearson, manager of truck sales.

In this new capacity Mr. Pearson will direct national

sales of International multistop trucks with Metro bodies.

Mr. Pearson served for a number of years in International truck sales and sales management assignments in Boston, Baltimore, St. Louis and New York City. Later he was named general supervisor for the firm's used-truck merchandising, and most recently was assistant manager of sales for International's Southwest region.

Koch Joins Thorland



FRED A. KOCH, JR.

The addition of Fred A. Koch, Jr., to its staff has been announced by Thorland Manufacturing & Engineering Co., Berkeley, Calif. Mr. Koch will assist in the development and marketing of a new line of electronic washroom controls. A graduate of the American Institute of Laundering management course and the Cincinnati Power Institute, Mr. Koch has a background of 15 years experience in production and sales in the laundry and drycleaning fields.

Pantex Acquires Spinform

Acquisition of Spinform, Inc., Attleboro, Mass., has been announced by the Pantex Manufacturing Corporation, Pawtucket, R. I. According to Norbert H. House, Pantex president, Spinform specializes in precision forming and spinning of all types and gauges of metals and alloys. The addition will provide improved production capacity for the Pantex lines of drycleaning and pressing equipment.

Solvay Promotes Boehm

Frederick P. Boehm has been named manager of the Pittsburgh sales branch, Solvay Process Division, Allied Chemical & Dye Corporation, New York, N. Y. The announcement was made by L. B. Gordon,

NEW HUSTLE FOR '58 ... CHEVROLET LIGHT-DUTY MODELS



A new V8! A more powerful Six!

New Chevrolet light-duty Apache models pack more hustle under the hood with a new 283-cubic-inch V8... and that famous Chevy 6, the world's most popular truck engine, delivers more power than ever before!

There's new standard power in every model... a more powerful edition of the engine most famous for economy and dependability, the rugged Thriftmaster 6. And the optional (extra-cost) Trademaster V8 is *all new* and all set to go to work with 283 cubic inches of displacement, short-stroke efficiency and weight-saving

compactness. Any '58 Chevy lightweight you select will come equipped with a hoodful of new features that mean more profitable hauling!

A V8 that's new and bigger

The all-new Trademaster V8 is the most powerful light-duty truck engine in Chevrolet history, with 160 h.p. and 283 cubic inches of displacement. It has what it takes to keep you on top of tight schedules!

New "horses" in the Thriftmaster 6!

With more power (145 h.p.!) plus time-proved valve-in-head economy, this all-time favorite 6 will help you get more done every day at less cost per mile. See your Chevrolet dealer and *save* with Chevy's new brand of hustle! ... Chevrolet Division of General Motors, Detroit 2, Michigan.

Latest editions of the "Big Wheel" in trucks

NEW CHEVROLET TASK-FORCE 58 TRUCKS

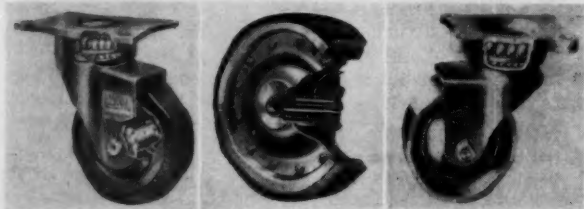
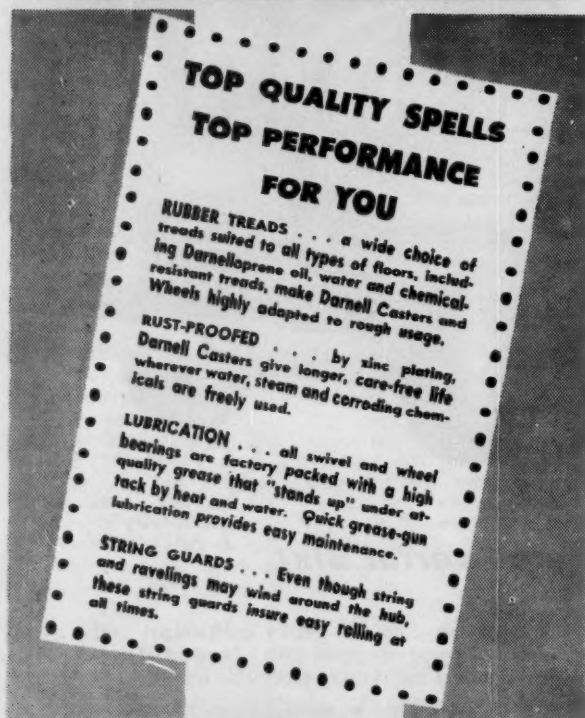
CHEVROLET

Be certain *you*
MAKE THE RIGHT CHOICE!

You're sure to when you specify

DARNELL

CASTERS AND WHEELS



Here is an Important **NEW Book**
to assist you in selecting the
types best suited to your needs

**DARNELL CORPORATION,
LTD.**

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
40 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

vice-president. In his new assignment Mr. Boehm will supervise Solvay's sales activities in western Pennsylvania and West Virginia.

Mr. Boehm first joined Solvay in 1940 shortly after receiving his degree in chemistry from Texas Western College. Assigned to the technical service department, he was subsequently named manager of Solvay's ammonium and potassium products section.

Chainveyor Elects Two

Chainveyor Corp., Los Angeles, Calif., has appointed two new division managers, it was announced by Patrick J. Rauen, president.

Fred Voss, former assistant sales manager of a conveyor manufacturer, will take over Chainveyor's district No. 2 which covers the Midwestern states with headquarters in Chicago, Ill. Mr. Voss replaces William Schilling, who returns to the Los Angeles office.

Ellis Jeffers will head Chainveyor's district No. 3, which is comprised of Michigan, Ohio, western Pennsylvania and western New York, with headquarters in Detroit, Mich.

New Campbell-Frazier Office

Campbell-Frazier Supply Co., located at 820 Truman Rd., Kansas City, Mo., since 1941, is relocating general of-

fices at 1919 Truman Rd., just across the street from its main warehousing operation. Extensive remodeling of the new office quarters was scheduled for completion October 1.

Egan's Reese Retires

Paul P. Reese, sales manager of Egan Cotton Mills, Atlanta, Ga., has retired after 30 years of service with the firm. Mr. Reese was a director and secretary of the Laundry and Cleaners Allied Trades Association for three years and is widely known in the laundry industry.

Pantex Moves N. Y. Office

New district offices for Pantex Manufacturing Corporation, Pawtucket, R. I., in New York City are located at 225 Broadway, according to an announcement by James Macrae, district manager.

A staff of eight Pantex representatives headquarter in this office. Covering New Jersey are Morris Abelew and his son, B. A. Abelew. In the metropolitan territory, including Westchester, are Morris Sonkin, David Goldman and Raymond Rein. The eastern Pennsylvania representatives are Kenneth Rohrbach and William Wilkes. Robert Bridge is assigned to southern Pennsylvania, Delaware and northern Maryland.

CRI Elects Alberta Director

The Canadian Research Institute of Launderers and Cleaners has appointed W. L. Templeton as Alberta director, according to an announcement by John Henning, president. Mr. Templeton of Templeton's Limited, Calgary, has long been associated with the twin industries. He succeeds Leo Smith, who has sold his interests in the field.

North Dakota Names Officers

Ben Torguson, Green Valley Laundry, Valley City, N. D., will direct the activities of the North Dakota Laundryowners Association for the coming year. Aiding him will be vice-president Les Lange, City Laundry & Dry Cleaners, Jamestown, and secretary-treasurer Harold Reed of Reed Cleaners, Fargo.

Laundrymen To Tour Europe

A group of laundrymen are planning a trip to Europe next summer. Tentatively scheduled on the itinerary are a visit to the British Exposition (equivalent to the AIL National Convention) and the World's Fair in Brussels. Present plans also call for a trip to Italy and Greece. It is expected that the tour will start about July 1, 1958.

AIL members interested in joining such a team of laundrymen to tour Europe should write to George H. Johnson, American Institute of Laundering, Joliet, Ill.

LSA Names Staff Assistant



JOSEPH L. KOACH

Washington University and has done graduate work at American University, Washington.

Joseph L. Koach has been named staff assistant of the Linen Supply Association of America. The announcement was made by Samuel B. Shapiro, secretary. Mr. Koach will devote most of his time to employee relations, sales promotion and the handling of meetings and exhibits.

Mr. Koach was previously associated with the United States Chamber of Commerce and the Washington Convention Bureau. He is a past president of the Washington Jaycees. Mr. Koach holds a degree from George

Two LSA Groups Convene



The Linen Conservation Committee of the Linen Supply Association of America met at the LaSalle Hotel, Chicago, early this fall. Present at the meeting, shown above seated left to right, were: Arnold R. Knapp, Minneapolis; Dr. Pauline Beery Mack and John A. Balog, Texas State College for Women; Joseph L. Koach, LSA administrative assistant; Robert H. Wildman, Washington, D. C.; Burton B. Goldstein, chairman, Miami, Fla.; William Schumer, Detroit; E. B. Carroll, San Antonio, Tex.; Robert D. Chambers, Anaheim, Calif.; B. D. Zalon, Paterson, N. J.; Norman A. Rill, Montreal, Can. Standing: Joseph C. Sherrill, Armour Research Institute; Samuel B. Shapiro, LSA secretary; George B. Ruwe, Cincinnati, and Jack R. Henckels, Fort Worth, Tex.

The public relations committee of the LSA also convened in Chicago. The members discussed an expanded public relations program. Attendees included Russell Luckow, Chicago; Robert S. Roskoph, Cleveland; Ray Smith, Winnipeg, Manitoba, Can.; Paul Herr, LSA director of public relations; Robert Maslow, chairman, Brooklyn, N. Y.; Joseph L. Koach; B. I. Baldwin, London, Ont., Can.; Dennis Smyth, Baltimore, Md.; David Subar, Grand Rapids, Mich.; L. F. Vogel, Trenton, N. J., and William N. Genematas, Detroit.

Window-Tide Card

Borrowing a trick from the iceman, The New England Laundry Co., of Hartford, Connecticut, provides its customers with a window card when they spend their summer vacations at the shore within reach of the company's routes.

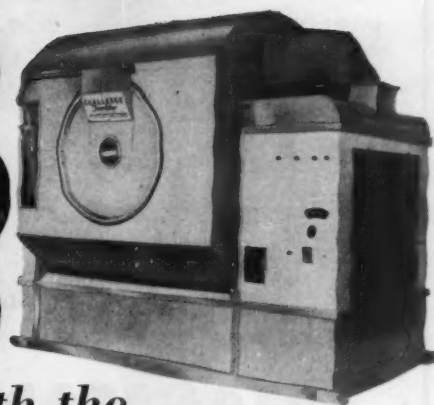
When a beach-dwelling family wants service, all it has to do is place the card in the cottage window and the route salesman stops by the next time he makes his one or two weekly runs into the area.

The card is colored Chinese red and is shaped in the form of an artist's palette which is the company's distinctive trademark. The reverse side bears a chart indicating the time

Increase
YOUR
production
without
extra help

Lower
YOUR
operating
costs

More
Money
in **YOUR**
POCKET!



with the
Dual-Purpose

CHALLENGE TUMBLER . . .

. . . the one tumbler that takes the place of as many as four of the older type machines . . . handles larger loads at faster cycles. Full dries 800 lbs. (dry weight) per hour and pre-conditions up to 2400 lbs. per hour (dry weight). Your ironer production is frequently doubled by this dependable "pre-conditioning." Moisture content is reduced on an average of 3% per minute. With a Challenge Tumbler you will realize greater efficiency at reduced labor costs.

Every day you wait costs you money! Call or write today for complete information, and be sure to ask for our FREE "planning service." A comparison with your present plant and equipment will quickly show you how Challenge Tumblers can serve your production requirements better.

Distributed exclusively by
THE AMERICAN LAUNDRY MACHINERY COMPANY

✓ CHALLENGE
MANUFACTURING CO.

7400 East Bandini Blvd. Los Angeles 22, California
Telephone: RAYmond 3-1301

Invest in Future Volume
with the "TIME-TESTED" cabinet

Darman Deluxe

IMMEDIATE
DELIVERY



\$24.00 each
F.O.B. Utica

Now

Available in marine blue
or white

DARMAN

MANUFACTURING COMPANY, INC.

1410 Lincoln Ave., Utica, N. Y.

SEWING EQUIPMENT

a **BIG**
QUESTION
MARK?

TAILORING
and
PLAIN SEWING
BUTTON
SEWING

CUFF
TACKING
DARNING
and
MENDING

BLIND
STITCHING

THREAD

We can supply all these
time and labor saving
machines.

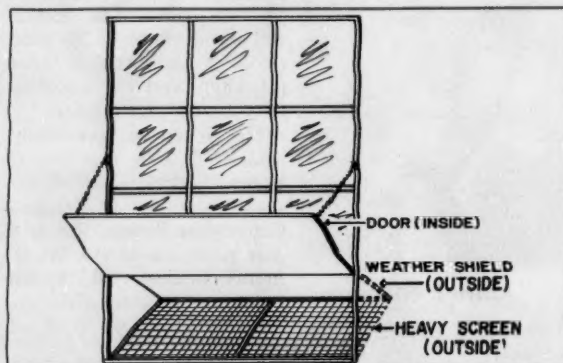
Make the customer feel you
can give him something
EXTRA! It costs so little to
give these services with mod-
ern productive equipment.

Write to us for full details

CHANDLER MACHINE COMPANY
AYER, MASS.

of high tides daily for the four-month period from June through September. The 66-year-old plant finds that one of the best ways to keep track of its patrons during the hot weather season is to go to the shore with them.

All-Weather Ventilators

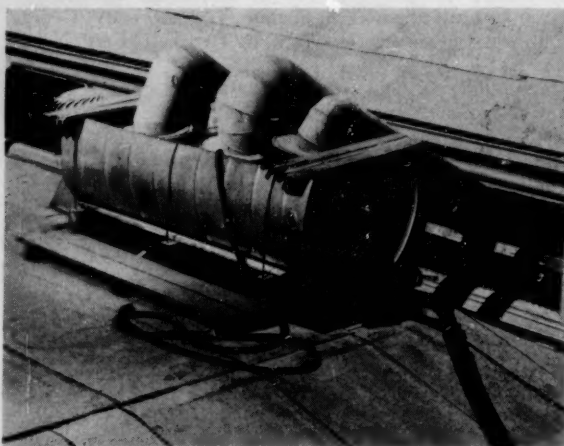


Guards were devised for the windows of the finishing room at Reading Laundries, Reading, Pennsylvania, to allow passage of air in rainy weather and prevent trash from being tossed through open windows. The bottom row of window panes in each window was removed and a one-piece sheet-metal trap door hung in their place. This is closed in cold weather.

When the trap door is hooked open, air passes up through a heavy-gauge screen that juts out from the building wall at a 45° angle to the bottom of the window. A sheet-metal canopy comes down from the top of the opening at a similar angle, joining the screen to enclose the opening. This enclosure is completed by metal ends.

This shield not only keeps out the rain but screens out the morning sun on hot summer days. The windows have been coated thinly with blue paint to cut the heat, but until the shields were installed the shirt crews used to get a warm start on summer mornings.

Lint-Trap Idea



An unusual lint trap has been fashioned out of an old molasses tank at the California Linen Supply plant in Berkeley, California. Sid Miller bought the 500-gallon tank from a junk dealer for \$20, cut a section out of one side and hoisted it up on the roof of the plant. Here it was securely anchored to heavy timbers to prevent it tipping when it was filled with water. Tumblers exhaust close to the sur-

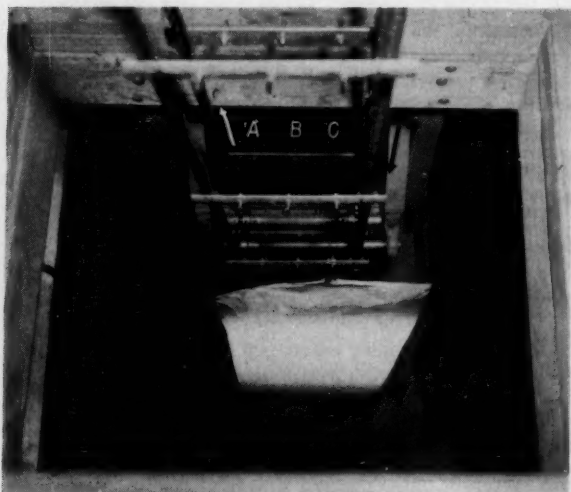
face of the water and the lint sinks to the bottom of the tank. To help stop any lint that might have a tendency to blow back up out of the water-filled tank, the ends of the tumbler exhausts stick through holes cut in metal-drum covers.

A simple flush-tank, water-level cutoff keeps the water at a constant level. One end of the tank is fitted with a 3-inch gate valve, and from this point to a sewer opening at the side of the plant runs 50 feet of 3-inch rubber hydraulic suction line (cost \$75). Instead of the maintenance man having to rake out the wet lint on his regular cleanout days, he merely opens the gate valve and lets the wet lint drain down into the sewer. Then with a water hose he simply rinses out the inside of the tank, closes the gate valve and lets the tank refill.

So far, Sid says he's had no trouble either with the sewer or with his 3-inch rubber drain line clogging up. He estimates the lint is in liquid enough state since it is diluted with something over 300 gallons of water. Also, the 50-foot drop from the roof to the sewer gives it plenty of force by the time it enters the sewer to eliminate most chance for any obstruction to its passage.

Although the point wasn't mentioned, it is assumed the clean-out man stirs the settled lint up quite well before he opens the gate valve to drain the tank.

Conveyor Speeds Handling and Sorting



It used to take 8 minutes to bring a load of drycleaning from the second-floor finishing room down to the storage area until Henry T. Smith, Troy Laundry Company, Port Huron, Michigan, installed a conveyor of his own design into the operation. Now there's more room for check-out, less congestion at the elevator and the work moves out faster than ever before.

The Smith conveyor resembles a ladder: two link chains serve as the "risers" and the "cross pieces" are formed by metal plates equipped with a set of hooks. The "ladder" is powered with a 1/2 hp. motor and the speed is controlled to minimize billowing as the bagged garments are lowered.

The three hooks on the crossbars are lined up with three slickrails representing different routes: (A) serves Routes 1 and 2, (B) call-office work and (C) Routes 3 and 4. The operator simply puts the order on the proper hook and the task is done. A slotted plate at the bottom of the conveyor run "combs" the hanger off the hook on to the rail. The conveyor, including bracing and slickrails, cost the plant \$350.

RUGGED



Cotton LAUNDRY NETS by ANCHOR-ROME do the best job in your washer

- Stick to the wheel for thorough "washboard action"
- Lower initial investment
- Do not snag easily
- Open LENO mesh allows greater penetration
- Proven by years of experience

NYLON also available!

Have you tried our nylon LENO net #803... now in its second year of service to many satisfied customers.



"SELL AND REPORT"

Iselin-Jefferson Company, Inc.

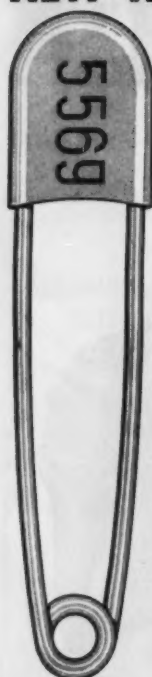
Selling Agents

MAIN OFFICE: 90 WORTH STREET, NEW YORK 13, N. Y.
UPTOWN OFFICE: 1430 BROADWAY, NEW YORK 18, N. Y.

ATLANTA BALTIMORE BOSTON CHICAGO CLEVELAND DALLAS DETROIT LOS ANGELES
MONTREAL PHILADELPHIA ST. LOUIS SAN FRANCISCO TORONTO

NEW K-D STAINLESS STEEL Net and Marking Pins

**END ROT AND CORROSION
PROBLEMS**



High strength stainless resists corrosion troublesome to diaper laundries and dye plants. Prevents nylon net rot at pinning areas. K-D Stainless pins are long-lived and lively! Slender (yet high strength) pin wires pass through nets and garments with minimum resistance. Send for Sample!

**KD BRASS PINS ARE FINEST
MADE—many sizes and styles.**

**ASK YOUR JOBBER FOR THESE
FINE K-D PRODUCTS**

Net Pins
Marking Pins
Pin Carriers
Safety Pins, bulk
Straight Pins, bulk
Pin & tag combinations
Flag markers, colored

Shirt sorting bins
Garment Identification tags
Numbering outfits
Brass tag & rings
Garment baggers
Rock Dividers
Counter racks



THE KEYES-DAVIS COMPANY

110 — 14th Street
Battle Creek, Michigan

BULLDOG LINE Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

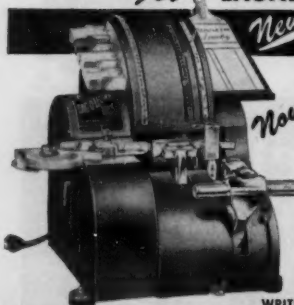
ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH

RED BANK
NEW JERSEY

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For LAUNDERERS AND CLEANERS



Now! TAG-O-LECTRIC

Rheostat controls for consistently strong clear printing; and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE for FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.

2204 Erie Blvd. E.

Syracuse 1, N. Y.

FREE —NOT ONE BUT 5

8-OZ. PLASTIC TUBES OF SPRA MINIATURE BEADS OF WAX

Try them on your Flat Work Ironers

Send name and address and
name of supply house to

VICTOR ZOOZ CHEMICAL CO.

1218 N. Marshall Street, Philadelphia 22, Pa.

A.I.L. Activities

Tips on Chlorine-Retentive Damage

In a recent article directed to members, the Institute offers seven valuable pointers on chlorine-retentive damage:

1. Verify damage cause (AIL's Fabric Analysis Service).
2. Trace the garment to source of purchase and manufacture.
3. Point out the cause of damage to the customer and also to the retailer who sold the garment.
4. Urge the retailer to return the garment to the manufacturer.
5. Ask the customer to write a complaint to the manufacturer.
6. Write a letter of complaint to the manufacturer yourself.
7. If unsuccessful in step No. 4, send the faulty article to the manufacturer yourself.

200 Join in Membership Drive

More than 200 allied tradesmen have pledged their aid in a campaign to gain new members for the American Institute of Laundering. Scheduled to begin in January and coinciding with the Institute's 75th anniversary year, this membership drive is expected to draw a minimum of 300 new members. Those cooperating will call on nonmember plants in their areas and discuss the advantages of membership.

Betty Best Visits Institute Headquarters

One of the Institute's most attractive recent guests was Miss Betty Best, who represents the Professional Laundry Foundation. Miss Best met with Ward A. Gill, director of industry relations, to discuss the national viewpoint on some of the industry and public relations aspects of professional laundering.

Ad Contest Gets Under Way

For the seventeenth consecutive year, the Institute is sponsoring an advertising contest for members and cooperative laundry groups. Rules and official entry blanks were mailed to AIL members in late October.

Individually inscribed medallions will be awarded to laundrymen who win first place or honorable mention in any of eight classifications. Duplicate awards will be given in cases



where advertising agencies have assisted in the preparation.

The classifications include: newspaper ads—one column; newspaper ads—two columns or more; radio and TV; direct mail; bundle inserts and stickers; packaging (shirt bands, garment bags, printed wrapping paper); advertising from outside the United States and Canada, and miscellaneous, including signs, match books, counter cards and giveaways.

Deadline for the contest is January 6, 1958. An impartial committee of advertising people from outside the laundry industry will choose the outstanding ads in each classification.

Winning ads and some of the honorable mention ads will be reproduced in a Special Report. Winning entries will be displayed at AIL's Diamond Jubilee Convention in Chicago, February 26-March 2, 1958.

West Coast Wage-Hour Hearings

Laundry industry leaders offered testimony at the recent Federal Wage-Hour Hearings on the West Coast. Among those scheduled to speak were Gene Hawk, AIL director from District 7; Bill Weaver, director from District 5; Mike Dodge, past president and director from District 4; and Grant Fitzell, president of the Ideal Laundry in Denver.

Points emphasized by the leaders are that the laundry industry is made up of small business, local in character and competing on a local level; that an increase in the Federal minimum wage rate sets a pattern for new wage demands in all businesses; that increases in labor costs must be passed on to customers; that most laundry workers are in the "supplementary income" group with the major wage earner in the family employed in some other industry, and that there has been a steady decline in the number of employees per plant throughout the industry. Increased costs could lead to even fewer available jobs.

Floridian Wins Institute Contest

Gary L. Watson, Duval Laundry, Inc., Jacksonville, Fla., captured first prize in a contest held during the sales and advertising course given recently at the Institute.

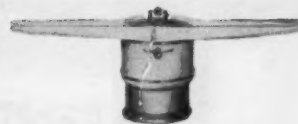
The winning entry was entitled "Off to the Races," and consisted of a route sales contest to increase sales by obtaining new bundles and upgrading customers.

Third Call Office in Swing

The opening of the Institute's third drive-in store for laundry and drycleaning took place recently in Lockport, Ill. This is the third outlet AIL has opened since late October 1956. For the complete story on the Institute's drycleaning operation see the August 1957 issue of STARCHROOM.



BOCK-O-MATIC 85 TRAY-EX



BOCK-O-MATIC 85 TRAY-EX



TRAY TOPS
IN MANY COMBINATIONS
Can Be Fitted to Any Open-End
Washer. No Heavy Lifting—No
Carts—No Mess. Tray Top
Drains Into the Extractor.

FULLY AUTOMATIC
Cover Opens Automatically at
End of Cycle. Mechanical Timer
Starts. Stops and Opens Ex-
tractor.

BOCK GYRO-BALANCING
Perfected by Bock—Originators
of Self-Balancing Extractors.
Smaller Center Post—No Drive
Pins.

BOCK-O-MATIC DRIVE
Highly Successful Bock Fluid
Drive Coupling Combined With
Patented Self-Adjusting, Auto-
matic Brakes. Reduces Burden
on Motor, Increases Motor Life.
No Restrictions on Starts Per
Hour!

HIGH SPEED
Over 1600 RPM. The Fastest
30" Extractor on the Market.
Extracts 85 Lbs. Every 6 Minutes.

CONVENIENT
Ample Toe Space. Big 23"
Basket Opening for Easy Load-
ing of Shag Rugs, Netted Shirts.

Out-produces extractors of
much greater capacity.

CAN BE INSTALLED ON MOST
FLOORS...NET WEIGHT 935 LBS.
SHIPPING WEIGHT 1175 LBS.



BOCK-O-MATIC 85 EXTRACTOR
85 LB. (DRY WEIGHT) CAPACITY
BOCKLITE (FIBERGLAS) CURB
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

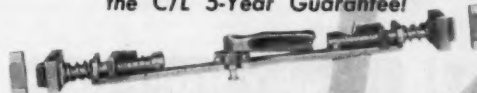
BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

exclusive on C/L washers! 5-YEAR GUARANTEE

on the amazing
EVERTITE cylinder
door lock... just one of the
many exclusive features backed by
the C/L 5-Year Guarantee!



Here is the only single handle
door control that gives you maximum sealing
pressure when you need it—when the
cylinder door is closed! And—it won't
loosen under the heaviest pounding. Opens
or shuts with split-second action! It's ab-
solutely foolproof... and guaranteed!

Write, wire, phone for the full C/L story today!



CUMMINGS - LANDAU
Laundry Machinery Co., Inc.

305-17 TEN EYCK ST. BROOKLYN, 6, N. Y.
TEL. HYacinth 7-1616

BISHOP WORK-SAVERS FOR LAUNDRIES

COPPER STARCH COOKERS

AVAILABLE IN SIZES TO FIT EVERY NEED

Lifetime STAINLESS TRUCK TUBS

Also 100 other low-cost work-savers for laundries & cleaners

Order Today Through Your Supplier

Bishop David Freeman Co.

© 1955 EVANSTON, ILLINOIS

Every tab gives you customer AND LOT identification

Polymark

The world's finest temporary marking machine

PINNACLE PRODUCTS CORP.

188 Tarrytown Rd. Elmsford, N. Y.

Convention Calendar

Minnesota Institute of Laundering and Cleaning, Inc.
Hotel Lowry, St. Paul, Minnesota, January 11-12, 1958

National Institute of Rug Cleaning
Sheraton Hotel, Philadelphia, Pennsylvania, January 13-16, 1958

National Institute of Drycleaning
(No Exhibit) McAllister Hotel, Miami, Florida, January 15-18, 1958

Louisiana Laundry and Cleaning Association
Bentley Hotel, Alexandria, Louisiana, January 24-26, 1958

New Jersey Laundry & Cleaning Institute
Essex House, Newark, New Jersey, January 25, 1958

Canadian Research Institute of Launderers and Cleaners
Windsor Hotel, Montreal, Quebec, Canada, January 26-27, 1958

Texas Laundry and Dry Cleaning Association
Hilton Hotel, San Antonio, Texas, January 31-February 2, 1958

Southwestern Linen Supply Association
Thunderbird Hotel, Las Vegas, Nevada, February 11-14, 1958

National Association of Institutional Laundry Managers
Congress Hotel, Chicago, Illinois, February 26-March 1, 1958

American Institute of Laundering
Conrad Hilton Hotel and Amphitheatre, Chicago, Illinois, February 26-March 2, 1958

New England Linen Supply Association
Somerset Hotel, Boston, Massachusetts, March 7-8, 1958

North Carolina Association of Launderers & Cleaners
Hotel Charlotte, Charlotte, North Carolina, March 7-8, 1958

Massachusetts Laundryowners' Association
Statler Hotel, Boston, Massachusetts, March 28-29, 1958

Obituaries

Milton Behn, 41, an executive of Brooks Laundry Company, Oak Park, Illinois, died recently. Mr. Behn was associated with his father, Abe, and his brothers, Robert and Sheldon, in the laundry machinery business for approximately eighteen years. Surviving, besides his father and brothers, are his wife, son and daughter.

Anna Rudy Davidson, 88, former operator of New System Laundry, Yonkers, New York, died in Atlantic City, New Jersey, where she had been living the past two years. Mrs. Davidson and her husband, the late Ira Davidson, founded the laundry. Surviving are a son and daughter.

Lawrence A. (Bud) Davis, 58, owner of Arrow Curtain Laundry Co., Sacramento, California, died recently. Mr. Davis was a member of Sacramento Pyramid 3, Sciots; Tehama Masonic Lodge 3, and Sutter Court 974, Odd Fellows. Surviving are his wife, son and daughter.

Roy S. Milbury, president and treasurer of Hinds Laundry Company, Brookline, Massachusetts, died recently. Mr. Milbury was a past president of the Laundryowners' Bureau of Boston. He is survived by four sons and two daughters.

BEST! FOR QUICK-SERVICE PLANTS

Key-Tag's Model A-15

FLAG CHECKING SYSTEM

3-WAY CHECK!

1 BY COLOR
2 BY NUMBER
3 MECHANICAL CODE LOCK MAKES MISTAKES IMPOSSIBLE

● faster handling
● no "human error"
● use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM

WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.

6505 HOUGH AVE., CLEVELAND 3, OHIO

UNIPRESS

Comet

1 OR 2 GIRL SHIRT FINISHING UNIT

Speeds up production, cuts down on extra equipment investment. Advanced features assure top quality shirt finishing. Easy operation ... simple design ... saves floor space. Write for complete details.

Finer Finishing Faster with **The UNIPRESS Co.**

2814 Lyndale Ave. Minneapolis 8, Minnesota

Provides More TOP QUALITY Shirts Per Hour

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capital letters or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

FOR SALE: ONE OF FLORIDA'S LEADING LAUNDRY AND DRYCLEANING PLANTS. FOR FULL INFORMATION WRITE THE GUIDE, 316 PEACHTREE STREET N.E., ATLANTA 8, GEORGIA. 1603-2

Laundry and drycleaning plant, well equipped, own water system, located in good territory, good annual volume, cash or terms. **WRITE—Box 466, Dunsmuir, Siskiyou Co., California.** 1604-2

FOR SALE: MODERN COMMERCIAL LAUNDRY. LONG LEASE ON LOW RENTAL. GOOD EQUIPMENT, SOME NEW. LOW OVERHEAD, PLENTIFUL SUPPLY OF GOOD LABOR. OPERATING VERY PROFITABLY. MOST WHOLESALE. PLENTY ROOM FOR EXPANSION ON PRESENT LEASEHOLD. GOOD PRICES. LARGE NORTH FLORIDA INDUSTRIAL CITY. \$25,000 WILL HANDLE. BALANCE TO SUIT PURCHASER. REASON FOR SELLING, OWNER HAS LARGE CHAIN OF DRYCLEANING PLANTS. SOME CLEANING EQUIPMENT OPTIONAL. ADDRESS: Box 1656, STARCHROOM LAUNDRY JOURNAL. -2

Drive-in drycleaning plant. Lot is 100 x 230 ft., building 50 x 96. 10-million-dollar plant going in within a few blocks. Located in suburban Washington, D. C. Tremendous increase in population in process in area. \$25,000 down payment. \$10,000 annual gross. **ADDRESS: Box 1677, STARCHROOM LAUNDRY JOURNAL.** -2

Modern, well-established drycleaning, laundry and storage plant, doing quality work in industrial New England city, center of a large trading area. **REAL OPPORTUNITY** for younger men interested in insuring a good future by ownership of his own business. **ADDRESS: Box 1678, STARCHROOM LAUNDRY JOURNAL.** -2

SOUTH TEXAS—COMPLETE STEAM LAUNDRY AND DRYCLEANING PLANT. Only laundry in county seat, college and winter resort town. \$40,000 includes real estate with room for further expansion. Terms. **ADDRESS: Box 1682, STARCHROOM LAUNDRY JOURNAL.** -2

Complete laundry in southwest Colorado. Only laundry in town of 4,000 population. Wish to retire. Contact: Forest R. Edgar, Monte Vista, Colorado. 1683-2

Modern laundry and drycleaning plant, established fourteen years, remodeled four years ago. Modern equipment throughout, real estate very good, located in best section of city, large cash-and-carry drive-in volume, gross volume 1957 exceeds \$185,000. Excellent profits, real estate value \$100,000. Will sell complete at reasonable price or will rent real estate. Can finance large part of sale price. Real opportunity, owner must retire. Located in southeast Virginia, in fastest-growing city in the East. Complete information on request. **ADDRESS: Box 1686, STARCHROOM LAUNDRY JOURNAL.** -2

CLEANING PLANTS WANTED

WANTED TO BUY: PLANT DOING \$10,000 OR MORE WEEKLY. ANY CITY IN U. S. A. REPLIES WILL BE TREATED CONFIDENTIALLY. J. B. KANDEL, LICENSED BROKER, 840 E. 17th ST., BROOKLYN 30, N. Y. 1675-1

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In The Wash...

Our Reprint Policy

To the Editor:

We are unable to locate either the April 1957 or the August 1955 STARCHROOM. Will you please send us copies of both of these magazines or prints of the two articles we want. In April's issue, the story "Should Electrical Systems Be Grounded?" and from August 1955, the page "Rhapsody in Bellew."

K. R. DUNCAN
New Castle Laundry
New Castle, Indiana

We are happy to provide our readers with reprints of articles that are no more than 12 months old. The only way to get reprints of earlier articles is to request that photostats be made from our permanent bound volumes. In the latter case, a nominal per-page charge is made to cover the cost of handling.—EDITOR

Our Guidebook Cover

To the Editor:

We have just received our Guidebook issue of the STARCHROOM LAUNDRY JOURNAL and enjoyed the automation coverage. We felt quite flattered that Chapter I, Guide to Launder-mation, started off with a picture of our washroom.

Too many times, governmental operation gets categorized with the non-progressive, whereas in reality we have the same problems of seeking out automatic machinery as our commercial friends. We have received many ideas from your monthly publications.

We thought we'd take this time to let you know our reaction to the Guidebook issue.

THOMAS W. IRWIN
Director of Laundry Service
Post Quartermaster Division
United States Military Academy
West Point, New York

Friend in Need

To the Editor:

My former partner, Mr. Haas, who is now in Melbourne, Florida, in the laundry business, wishes to go into diaper service. He wrote to me to inquire as to where diapers and containers could be purchased and at what prices.

Therefore, since I don't know anything about that end of the business,

kindly forward that information to me so that I can pass it on to him. It would be appreciated if you can find out if he could contact any firms that are manufacturing diapers and containers down South.

MARK QUOIN
Clason Laundry Co., Inc.
Bronx, N. Y.

Sources of diapers and containers are listed in the October 1957 (annual Guidebook and Directory Issue) of STARCHROOM LAUNDRY JOURNAL.

—EDITOR

Comparison Invited

To the Editor:

Whilst looking through some back issues of your magazine (the receipt of which we eagerly await each month) I came across an article on page 42 of the April edition titled "How New Tools Improve Efficiency." I noted that our friends at the American Linen Supply Co., Chicago, had installed a new 60-by-120-inch fully automatic washer which, the article states, is the largest fully automatic washer in existence.

You may be interested to know that we have been using 60-by-120-inch, 12-compartment machines in our plants for the past 19 years. Though these machines were, in the main, installed before the war, it is only in the last two or three years that they have been converted to fully automatic control.

I note that the machine at Chicago is an open-pocket dumping machine, whereas ours are nondumping; however, each of the four divisions is divided into three "Y" pockets for easy unloading. We find that the contents of the three of the "Y" pockets exactly fill the basket of one of our 48-inch dumping extractors. I certainly think that the open-pocket machine would give better washing, but unless it was a dumping machine unloading would

be a real problem. The better washing angle would seem to be borne out by the fact that ALSCO are loading 1,850 pounds per load, whereas we only load about 1,000 pounds per load.

We have eight of these machines running at present in plants in the greater London area. They are used only for our overall, towel, and continuous towel supply work (our business for the last 54 years). We have found, however, that the loading and unloading time on them is too great and so we use only 60-by-90-inch (9-compartment) machines at our main plant, which handles in excess of 150 tons of work weekly.

I have personally spent some time at the ALSCO plant in Chicago and know it to be one of the finest laundries in the world.

JOHN G. IRELAND
Initial Services Limited
London, England

Likes Laundry Lingo

To the Editor:

Please add my name to your list of those who thoroughly enjoyed your "Laundry Lingo" in the September issue of STARCHROOM LAUNDRY JOURNAL.

I only hope that many of the sales managers for laundries around the country "got the point" when you referred to an ideal door opener as a size 12 shoe. Of course, this is old-fashioned selling. Today most sales managers instruct their routemen to stick their head in the door. Then if the prospect closes the door they can keep on talking.

Seriously, trying to equip the route salesmen with adequate tools to help him get his selling job done has always been a subject we have given much emphasis. We feel it is just as important to the plant's operation as firing up the boiler each morning. Maybe more so!

Incidentally, I especially liked your editorial in the September issue. Your suggestions on how a laundryman could better merchandise his services and create public relations for his plant at the same time were excellent. Let's hope that a few alert laundrymen will act upon your suggestions.

A. H. JORDAN
Sales Promotion Manager
Emery Industries, Inc.
Cincinnati, Ohio

Let's Hear From You...

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

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Built by ELLIS for Maximum Economies

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For this big machine, a shorter formula is set up than used on other units. Open-pocket action permits washing of larger loads in less time. Exactly 45 minutes is required to process one load . . . washing time is 33 minutes . . . loading and unloading time is clocked at 12 minutes.

The Washer is connected to a central supply system that delivers all washing supplies directly to the unit, metered and timed to a scheduled formula. The greatly increased capacity in minimum floor space, lowering operating and maintenance costs, and saving in man-hours, all make for plant efficiency and profits.

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